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# House & Home

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Merchandising maxim: design = showmanship = sales



Roundup: 30-houses-full of good ideas – page 142

New ways to merchandise in today's changing market – page 166

Round Table tells how you can use color to help sell houses – page 190

What's new in kitchen products? – page 218



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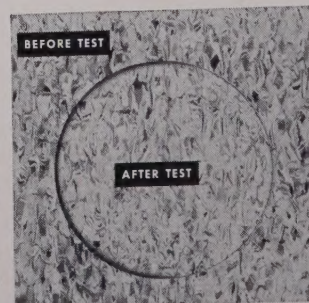


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# ROUNDUP

## FHA ponders easing trade-in terms. HHFA asks housewives for advice on home design

FHA is considering liberalizing its rules on trade-ins to make it easier for builders to take back a relatively new house in good condition. Under present rules, a builder can become the mortgagor on an old house taken in trade only if it needs substantial repairs. This means that if the owner of a \$12,000 house in good condition wants to buy a new \$20,000 house, all the builder can do is: 1) buy the old house and tie up \$12,000 until he sells it or, 2) offer to help the owner sell it—which involves extra work and costs.

Now, FHA is studying a plan to let builders become temporary mortgagors of traded-in homes irrespective of whether they need much repairing. The big advantage: a builder would not have to tie up much money while waiting to sell the old house—only \$2,400 with an 80% mortgage on a \$12,000 house, for example. The quicker cash turnover could give trading a needed shot in the arm.

HHFA, which cannot persuade Congress to appropriate enough money for thorough research on the US housing market, hit on a novel stunt to bring a cross-section of the market to Washington instead. HHFA Administrator Albert M. Cole will pick 100 women—mostly housewives with a few experts—to come to the capital this month or next at government expense for a “congress” on “how to design a typical modern home that will keep pace with the rapidly changing mode of contemporary living.” Meanwhile, Cole is encouraging housewives to write him on how homes can be better. He hopes to get a million letters.

Cole hopes his congress will give him the facts he needs to bring FHA and other standards into line with what the US public really needs.

FHA is letting word slip out that it wants to settle all the 1,200 outstanding Sec. 608 windfall cases it can out of court. Attorneys for some accused windfallers say FHA is also showing a new “reasonable” attitude on settlements, is willing to accept terms builders could regard as favorable e. g. not requiring reduction of the mortgage, only a return of windfall profits to the building corporation).

So far, about 30 windfall cases have been settled, only four prosecuted by the Justice Dept. FHA has refused to disclose terms of any settlements. It argues that this would establish a “ceiling” which builders negotiating later for settlements would try to beat down. Note: in settling windfall cases, FHA does not require 608 sponsors to agree they have done anything illegal. Taxwise, this is vital. If builders agreed that distribution of mortgaging out profits was illegal (it is certainly controversial), they would face even more trouble than they will have anyway recovering income taxes on the profits. Some experts think the latest suit—which attacks “excess” 608 profits—may upset FHA’s settlement push. The government charges E. C. O’Driscoll of White Plains, N. Y. controlled both the owning and building corporations on a Washington, D. C. apartment and therefore should not have let the building corporation charge \$1,420,445 more than the \$7,293,100 structure cost. Builders counter that there was no mention in the 608 law or FHA regulations of what construction profit should be.

The Home Loan Bank Board is expected to scrap its drastic proposals to crack down on conversions of federal mutual savings and loan associations into state-chartered stock companies. Instead, the board will try to work out something more palatable to savings and loan men. Both the US and Natl. S&L League asked the government to hold up the proposed order. But they contended the board’s plan (March, News) would “burn the barn down to get rid of the rats.” To balk melon-cutting possibilities in such conversions, the board would have barred a shift from federal to state charters unless federal mutual shareholders were guaranteed a proportionate distribution of reserves.

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## THIS MONTH'S NEWS

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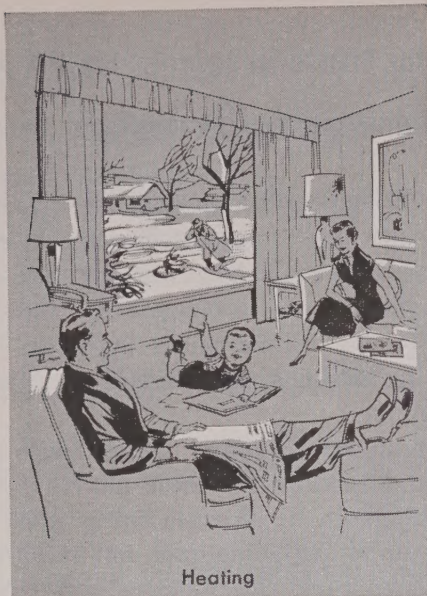
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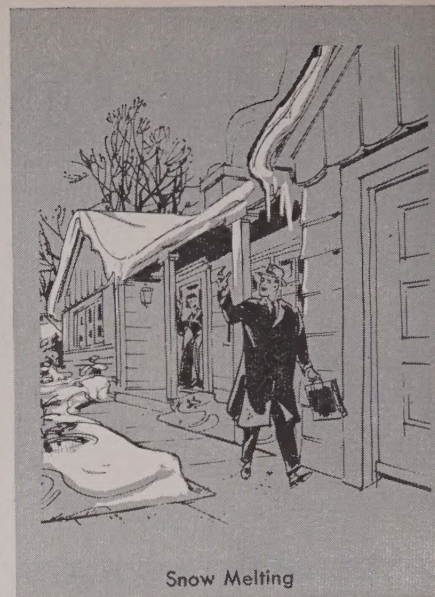




Heating



Cooling



Snow Melting

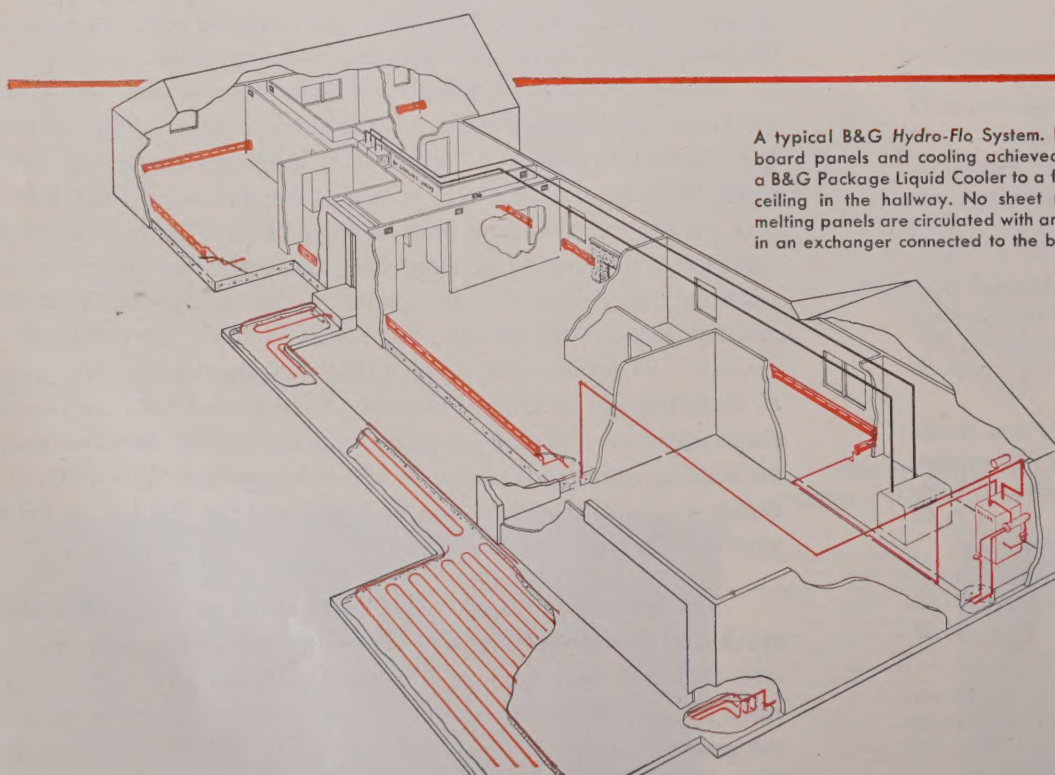
## The Swing is to Water...because only

To builders in every income bracket, the B&G *Hydro-Flo* System offers the comfort, convenience and economy benefits obtainable only with mechanically circulated water. Money can't buy finer...yet even the small home builder can afford it, because the B&G *Hydro-Flo* System is *amazingly flexible* in application. *The builder can start with better heating and add other Hydro-Flo features as his budget permits.*

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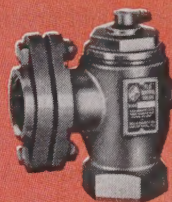
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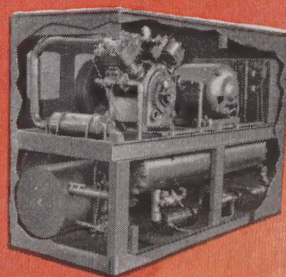
B&G Relief Valve



B&G Airtrol System



B&G Water Heater



B&G Package Liquid Cooler



## Congress irked at discounts, threatens to pump up FNMA; VA 'graft' charged

Housing is beginning to look like an issue where Republicans and Democrats may clash head on in Congress this election year.

**Democratic sniping at administration housing programs reached proportions of a fusillade last month.** More is coming. Some shots may wound private home building. Newest issues and arguments:

► **A big storm is blowing up over accusations of shoddy building and bad appraisals under the VA home program. This will aid efforts to kill it.**

The Teague committee on veterans affairs has been after VA for years. Now the barbs are beginning to hurt. A subcommittee report asserted graft, shoddy building and favoritism are widespread in the VA program. It attributed "many serious subdivision failures" to "inadequate and faulty inspections" by VA. It blamed VA's Washington headquarters for "inadequate supervision." It called illegal use of VA terms "extensive" and complained of "serious irregularities" among some loan guaranty staffers susceptible to "various inducements" from builders. Teague himself wants to let VA home loans for World War II veterans expire on schedule in July 1957. HHFA Administrator Cole declined to urge Congress to extend them.

VA hastily announced it was tightening up on appraisals and compliance. Actually, the agency appeared to be doing more, but keeping it quiet. In Milwaukee, for instance, local VA officials warned builders that henceforth: 1) storm windows are a "must," 2) furnaces must be built on platforms, 3) subdivision roads must have a dust seal if construction continues, 4) yards must be sodded, not just seeded, with grass on steep lots.

► **A major attack on discounting of FHA and VA mortgages was being pushed by Democrats in both the Senate and the House despite their own admission that discounts may be essential to make money flow into areas where it is scarce.**

A House subcommittee focused its fire on "excessive discounts" (e.g. 7 to 10 points). "A 7% discount," it said, "will give a gross yield for a 25-year loan (assuming 10 year repayment) of 5.53%. This is outrageous on a government-guaranteed obligation when long-term government bonds are yielding less than 3%." The subcommittee urged VA and FHA to set discount ceilings on a geographical basis, much as FNMA does.

Chairman Fulbright (D, Ark.) of the Senate banking committee and Sen. John J. Sparkman (D, Ala.), chairman of the banking subcommittee on housing, introduced a bill to slice discounts by twisting FNMA into a primary market. They proposed that the more the discount, the less stock purchase requirement for selling to FNMA, with no stock purchase required at all on sales at 95½ or less. At 96, they would require only ½% stock purchase, at 96½ only 1% and so on up to 3% at 98½ and above.

On Capitol Hill, HHFA Chief Cole tried to put out the fire. Reports of discount abuses, he testified, are "greatly exaggerated." Discounts are vital to bring money to the West and Southwest. Extending FNMA activity means "we would go into direct government loans" with a new "subsidized" program.

► **The administration's housing bill (March, News) faces rough going.**

Democratic leaders will push for 50,000 public housing units a year, not the 35,000 President Eisenhower recommended. Some criticized administration plans to help house the aged as "sheer window dressing" that would get nothing built. (HHFA proposed co-signers to let aged persons qualify for FHA mortgages; it would make single aged eligible for public housing and up cost limits in public housing designed for the elderly from \$1,750 to \$2,250 per room.) If FHA repair loans are stretched from three to five years and from \$2,500 to \$3,500 maximums, Democrats object to current interest rates. On a five year, \$3,500 loan discounted at the usual 5%, a consumer would pay \$865 interest—nearly a quarter of the loan, charged Rep. Albert Rains (D, Ala.) Actual net return to the lender: 7.49%.

## Study calls for overhaul of most federal aids

THE ROLE OF THE FEDERAL GOVERNMENT IN HOUSING.  
By Paul F. Wendt. American Enterprise Assn. Inc.,  
1012 Fourteenth St. N. W., Washington 5, D.C. \$1.

Is the kind of aid housing gets from the federal government doing as much harm as good?

Dr. Paul F. Wendt, professor of finance at the University of California, implies it does

in a new appraisal of how government policies have affected housing prices, mortgage finance, slum clearance and the consumer.

What is needed now, he argues, is not more legislation but a "re-orientation of policies and an appraisal of present federal housing programs."

The big accomplishments of federal housing programs since 1930, says Wendt, are "improvement in the flow of mortgage funds, stimulation of home ownership and raising of residential construction standards." But he contends these are "offset by significant failures [elsewhere] and by basic weaknesses in federal mortgage finance programs." Items:

► **"Over-stimulation" of private housing** since the end of World War 2 by the government "has weakened its ability to augment housing demand" during the coming trough in family formation. Hence, "substantial" demolition of slums will be necessary to maintain today's market level for new homes.

► **Too-liberal FHA and VA mortgage terms have given inflation a shot in the arm,** particularly the cost of housing (up 60% since World War 2).

► **"The federal government has progressively assumed a larger share of the risk associated with mortgage credit and of the responsibility for directing the flow of credit into government-approved programs. Federal programs under which neither the borrower nor the lender share in the risk . . . do not contribute to sound mortgage finance. The dual system of FHA and VA insurance and guaranty is costly and inefficient and has led to a breakdown in the integrity of federal appraisal policies."**

► **The case for more public housing is weak** because the postwar rise in real wages has "greatly reduced the need for low-income housing subsidies." Moreover "a gradual rise in real incomes over the years ahead" will "most certainly" cut the need still more.

► **Public housing subsidies deter "new investment in rental housing for either middle or low-income groups."** Moreover, middle-income groups will demand housing as good as the subsidized public housing for low-income families. So public housing is a camel's nose under the tent foreshadowing "government competition with private investment in middle-income housing as well." Worse, federal public housing has "undesir-



WENDT



able social, economic and political effects."

▶ One "basic premise" of federal redevelopment policy "that slum dwellers should be located in new, low-income housing on high value land"—is "unsound and may be an obstacle to urban renewal"

The real solution, Dr. Wendt argues, is vigorous code enforcement and rehabilitation so slum dwellers can move to old but sound quarters near where they live. Displacees must "filter up" into used housing, says Wendt. "Housing the indigent is primarily the responsibility of state and local governments. In view of the conspicuous lack of success in the federal low-income housing program, experimentation with alternative subsidies and housing appears warranted."

## Cole, Lehman trade blows over Lehman's housing bill

HHF Administrator Albert M. Cole and Sen. Herbert H. Lehman (D, N.Y.) traded brickbats over Lehman's bill to inflate the government's role in housing (March, News).

Among other things, Lehman would: 1) authorize 200,000 public housing units a year, 2) start a huge middle-income housing program financed by the Treasury, 3) raise maximum FHA amortization to 40 years, expand community facilities loans by \$1 billion, 4) set up a \$1 billion program to guarantee obligations of states and cities to solve community facilities shortages, 5) give \$1 million a year for scholarships to train more city planners and housing technicians.

### How to wreck housing

Charged Cole, in a talk to savings bankers in Brooklyn: "... an undisguised antiprivate enterprise program from start to finish. My judgment is it would not get more homes built. It would go far toward wrecking the private housing economy on which our housing production depends." Not only would building 200,000 public housing units a year be a "physical impossibility" now, said Cole, but US cities are unlikely to apply for much more than the 35,000 a year that the administration wants Congress to approve.

To an MBA meeting in Chicago, Cole added:

"This is no mere proposal to get the nose of the government camel back under the private financing tent. This proposal would move the camel and his whole family right inside, into the center ring."

Retorted Lehman (in a talk to the AFL-CIO Construction Trades Council): "I am not surprised at Mr. Cole's attitude—only at his frankness."

### Question of philosophy

In the HHFA chief's criticisms, said the senator, is "implied . . . the administration's housing philosophy. They conceive that their primary obligation is to the private construction industry, rather than to the people who are going to buy or rent the houses. . . . The idea behind the present program is to have the benefits trickle down. . . . We need a New Deal in housing."

Lehman was not the only one surprised by Cole's attack. So were building men who agree with him. Cole still had to testify before the Senate banking committee which is considering both the administration housing bill and Senator Lehman's. One prominent committeeman: Herbert H. Lehman.

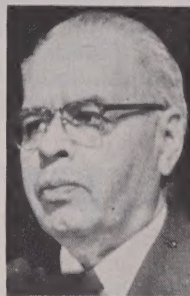
# Rep. Jesse Wolcott, GOP housing leader, decides to quit Congress after 25 years

by Richard E. Saunders

To building industry men in Washington and throughout the nation, the announcement by Rep. Jesse Paine Wolcott (R, Mich.) that he will not seek re-election came as a shock.

In the last quarter century, no member of Congress (not even the late Senator Taft) and probably no administrative official has exerted more influence on housing policy and the nation's economy generally than this cherubic little legislative giant.

There is no mystery about why. Wolcott has been a member of the key committee for housing, banking and economic control legislation since 1933—the



WOLCOTT

House banking and currency committee.

This gave him the opportunity for bringing his remarkable talents to play, as minority leader during the war and post war years, finally as leader when the Republicans took control in the 80th Congress and again when the GOP triumphed under Eisenhower in 1952.

### Sanity amid fighting

The talents that earned Wolcott the Collier award for "distinguished Congressional service" in 1946 are manifold. The Collier committee was impressed with what it termed his "remarkable sanity in a year of poisonous political fighting" just after the war, when deferred problems were reaching a cataclysmic stage.

Wolcott is genuinely popular on both sides of the political aisle. Lawmakers are quick to spot and shun a phony in their own ranks. Wolcott, no headline seeker, has never been known to issue a canned statement. He doesn't believe in tossing in a bill or resolution just for publicity purposes. He seldom breaks out in demagogic harangues on the floor or in committees, though he confesses to "a little politicking every once in a while." Democrats respect the sincerity of his conservative convictions, like him as a person but don't relish having him take up cudgels against them. His Republican colleagues lean heavily on him for party strategy on housing, banking and economic control legislation.

Wolcott is an almost fierce supporter of free enterprise. Critics have cracked that his political philosophy is so straight-laced that he does not want the federal government to do much else besides defending the country and carrying the mails. Actually, Wolcott is willing to go along with government intervention in the economy when the national interest demands it. He even supported public housing during the depression.

Add to these basic principles a keen and versatile mind, a thorough grasp of economic and financial issues, plus an ability to intersperse dull debates with witticisms and you know what makes Wolcott tick.

He is a midwesterner by adoption. He was born in Gardner, Mass. March 3, 1893. To help pay his expenses through high school he worked in a chair factory, later got a job as a trap drummer in a professional orchestra. He says he was the "hottest thing on drums in those days."

His drumming helped finance his college education after he moved to Michigan at 19. He graduated from Detroit College of Law in 1915. In World War I, he saw service as a sergeant and finally as a second lieutenant in a machine gun company of the famous First Division. After the war he was an assistant police judge in Port Huron and later county prosecuting attorney. In 1930 he went to Congress.

Wolcott's interest in housing dates from the start of the New Deal. He had just been assigned to the banking committee. Roosevelt was swamping the committee with plans to avert economic collapse. One was a public housing bill. Wolcott went along with public housing then, he says, "because the country was in a serious situation." If the economy had to be subsidized he thought this might be a good way to do it and provide some needed housing at the same time. He was not much sold on make-work ideas.

Later he decided public housers were not to be trusted. "They led us to believe that the localities were putting up an honest 10% of the cost," he says. "Later we found that they were simply increasing federal contributions to absorb the amounts the localities were supposed to put up. From that time on I have seen the danger of socialization in public housing and have fought it."

### The purse-string gambit

After he became convinced that public housers had—in his words—"pulled a fast one" he lost no chance to thwart them. In these efforts he has made effective use of his talent for legislative maneuvering.

He soon realized that the clever formula written into the bill by Leon Keyserling—then acting as the late Senator Robert Wagner's private braintrust—tied the hands of Congress. Once a contract of assistance was signed it was inviolate. Congress had to appropriate annual grants for 40 years or the government could be sued in the court of claims.

Wolcott realized his committee was powerless to halt public housing programs once they were launched. But he also saw that the appropriations committee, by its control of the purse strings, could restrict the money provided for new contracts no matter what Congress had authorized.

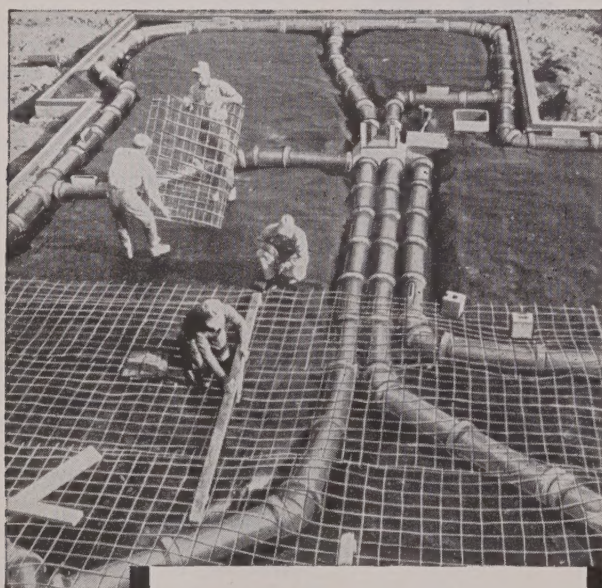
Wolcott explained this to his Republican confreres on the appropriations committee, most of whom disliked public housing as much as he. They needed no second prompting. (One of the ablest of them—Rep. John Phillips [R, Calif.]—has also announced that he will not run for Congress again.) Most ranking Democrats on the appropriations committee were indifferent or hostile to public housing, too. This made it easier for Wolcott's

*continued on p. 44*





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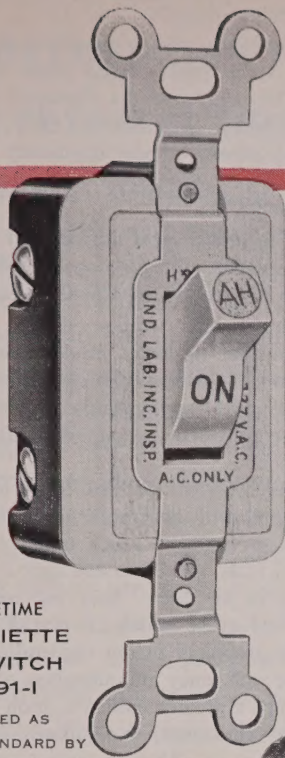
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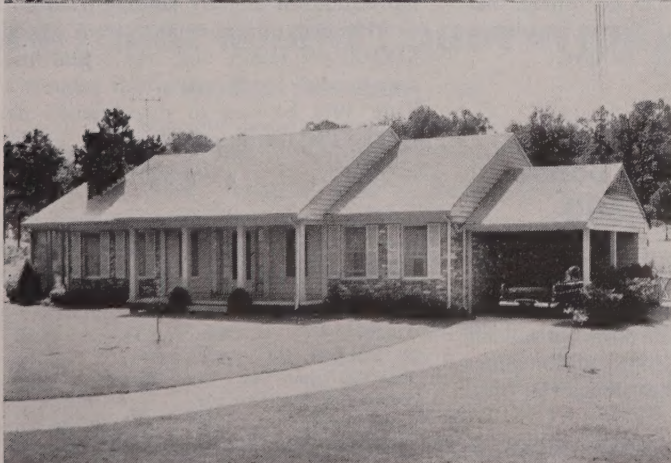
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strategy to work. Wolcott did not try to get the appropriations committee to slice public housing funds until public housing was revised in 1949. (It had been killed in 1939.) Since, this has been the most effective tactic for keeping a lid on public housing.

Wolcott was a champion of ending rent controls. He contended that "as long as there was rent control, the construction of new housing units would never hit its real stride."

He still believes economic controls should be avoided until there is an actual emergency. He does not agree that stand-by credit controls—or any other kind—might be desirable just in case. He reasons: "There is always the temptation to use these powers in a second rate crisis" (he thought the Korean war was one such). "In a pinch, Congress can be called into special session in a jiffy," he points out, "and could pass the necessary measures in jig time."

### Backer of FHA, HLBB

But if Wolcott was the die-hard kind of conservative some of his opponents assert he would have opposed creation of FHA. He probably would have regarded the Home Loan Bank system as an unnecessary intrusion into the savings and loan field. Actually, he has supported both agencies. But he thinks Congress must keep watch lest either outfit overstep proper bounds. He thinks such a danger is always present.

Wolcott views dimly schemes to amend FHA to make it a vehicle for reforming the building industry or dictating to it too much. Neither does he approve of suggestions to extend risk insurance to public facility financing. "Localities ought to know by this time that controls inevitably creep into federal aid programs even though they may start innocently enough," he says. "I never cease to be baffled by individuals and organizations who vigorously denounce governmental meddling with the economy and then demand it in a trice if their business gets hurt."

### Eisenhower on public housing

To some it has seemed that Wolcott has marred his leadership of the administration's housing program by his opposition to any public housing at all.

President Eisenhower has repeatedly asked for 35,000 units a year for two years at a time.

"How can Wolcott keep on opposing the President?" critics ask. Wolcott replies that he does not disagree with Eisenhower. Herein lies a complicated situation not generally understood.

Wolcott breakfasted at the White House in 1954 when the public housing issue first arose in the Eisenhower administration. He was accompanied by the Republican leader of the appropriations subcommittee that handles the housing budget, John Phillips. Sherman Adams sat in, Wolcott says. At breakfast, the President made it clear that he wanted only enough public housing to meet the needs of those displaced by slum clearance and urban redevelopment activities (March, News). "John Phillips backs me up in this—agrees that I heard it right," says Wolcott. And Wolcott believes the President still feels this way.

"It is certainly the position he has taken in his expressions on public housing in his state-of-the-union message," Wolcott contends. "Until the President himself tells me he has

changed his mind, I am going to keep on thinking this way," he says.

Why do housing bills being sent to Congress by the White House not reflect the President's breakfast views? Wolcott replies vaguely that "they" must have made changes. But he adds he does not mean Sherman Adams or HHFA Administrator Albert Cole.

Wolcott regards the administration's housing bill as remiss in not tying public housing in more firmly with slum clearance. "The bill speaks too vaguely about requiring a workable program as a condition to obtaining public housing," he contends. He worries about the new solicitude for housing the aged, feels the government "can easily go too far." He is apprehensive about FNMA. He led the fight several years ago to wind up Fanny May's general market support activities. After the war it had been issuing advance commitments for both FHA and VA mortgages.

Now, he doesn't want to see FNMA used as a subterfuge to support the general market—though he approves of its present secondary market function and the plan for eventually converting to private operation.

### Drummer for the Russians

The incident in Wolcott's 25-year Congressional career that most amused him came when he visited Moscow in 1945, as a member of a committee on "postwar policy and planning" studying the European economy. A companion quipped that Wolcott ought to show the Russians what he could do with a drum. An attentive interpreter overheard, and Wolcott played with the band.

Why is he retiring at 63? Wolcott says he would quit anyway after one more term. If he gets out now, he reasons, the Republican he is confident will succeed him will have time to build up a little tradition in office by the time he runs again. Two years hence, Wolcott figures the Republicans will have a stiff fight to hold Michigan's 7th district. It is just north of Detroit; there is already an in-movement of laborers from the metropolis. Most of them have voted straight Democratic.

Wolcott says he wants to go fishing, and travel. "I am not looking" for an appointive job with the administration, he says.

### MILITARY HOUSING:

## Congress urged to boost cost limit to \$16,500

Four changes in the new Capehart Act military housing program to end "inadequacies and deficiencies" are being urged on Congress.

After visiting 10 military posts but holding no public hearings, the House subcommittee on housing headed by Albert Rains (D, Ala.) recommended:

1. Average cost limitations should be upped from \$13,500 per unit to \$16,500 per unit because costs are so high the armed forces cannot get housing which meets "minimum desirable standards" for \$13,500 in all high-cost areas. Warned the committee: "The military services would be expected to be prudent in the use of this increase," stick strictly to these square foot area limits already imposed by Congress:

For enlisted men, 1,080 sq. ft.  
For warrant officers through captains, 1,250 sq. ft.  
For majors and lieutenant colonels, 1,400 sq. ft.  
For colonels, 1,670 sq. ft.  
For generals, 2,100 sq. ft.

Commanding officers should get 10% bigger houses than other officers of their rank, the committee urged.

2. Expiration of the program should be extended three years—from Sept. 30, 1956 to Sept. 30, 1959—so the Pentagon will not have to hurry construction. Hurrying, the committee noted, "almost invariably leads to costly mistakes, waste of money, and a poor end product."

3. If technical legal hurdles can be overcome, Capehart Act housing should be extended to Cuba and the Canal Zone.

4. The armed forces should allocate family housing to lower grade enlisted personnel, too. (Quarters and dependent allowances for privates, corporals and buck sergeants are provided in temporary laws which end in 1959.)

The Rains committee took sharp issue with the viewpoint of many a builder that it is unfair to program so much military housing that FHA feels obliged to cut back its regular programs in the area. Said the committee: "Lack of adequate housing is one of the most harassing problems facing our military services. The sufficiency and adequacy of housing has perhaps a greater influence upon retaining ability [of personnel] than almost any other single factor. . . . This program is essentially a military one designed to meet a most critical need affecting directly the security of the nation. The possible effect of [it] on other FHA programs should not be a controlling factor. . . ."

The committee asserted there is "no excuse" for FNMA's price for Title VIII mortgages—99½. It said: "FNMA's policy of applying discounts to mortgages in a special assistance category is not proper."

It urged legislation empowering the FHA to waive its ¼% insurance premium on military mortgages because "there appears to be no real need for this charge since the Secretary of Defense guarantees the payments."

Sen. Homer Capehart (R, Ind.), meanwhile, introduced a bill to push FHA insurance authorization for military housing up from \$1.3 to \$3 billion, raise cost limits from \$13,000 to \$15,000 per family unit, and repeal his own ham-handed handiwork which subjects FHA Title VIII housing to renegotiation despite the fact that it is let on bids.

• • •

*Here is where the Pentagon plans to build another 9,337 military housing units under the Capehart Act:*

ARMY		7 Antiaircraft Def Ar
Location	Units	lctns unspecified, 1,021
Ft. Holabird, Md....	198	
Rich QM Depot Va....	25	TOTAL ....5,401
Yuma Test Sta Ariz..	209	NAVY
Camp Irwin, Calif....	350	USN Radio Sta Winter
Ft McNair, Wash DC. 46		Harbor, Me ..... 20
Tripr Army Hp Hwii.164		USN Rd Sta Gyco Ga.590
Ft. Shafter Hawaii..100		Nv. Aux Ar Sta Chse
DA Rec'g Station Md. 12		Field, Tex. ....225
Jefsnvl QM Depot Ind 24		
Ft. McClellan, Ala....	100	TOTAL .....835
Redstone Arsenal, Ala.150		AIR FORCE
Ft. Belvoir, Va.....618		Niagara Falls Muni
Ft. Riley, Kans.....433		Arpt N. Y. ....290
Ft Leavenworth, Kan.200		Grandview AFB, Mo..700
Cmp Leroy Jhnsn La.100		LG Hnsem AFB Mas.670
2 Rock Rnch Sta, Cal 33		Youngstown Map, O.250
Wte Sds Prv Gr NM.134		Travis AFB, Calif...500
Camp Stewart, Ga....388		Foster AFB, Tex....500
Phila. QM Depot, Pa. 46		Stewart AFB, N.Y....300
QM ctr, Natick Mass. 50		
Ft. Benning, Ga....1,000		TOTAL .....3,210



## MORTGAGE MARKET:

## Congressmen rap VHMCP; officials cut referral time on VA direct loans

Moves by Democrats in Congress to scuttle the Voluntary Home Mortgage Credit Program may have been staved off by hasty administration concessions.

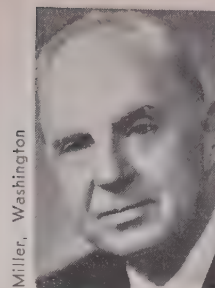
The issue came to a head as the House veterans committee opened hearings on a bill by Chairman Olin Teague (D, Tex.) to bar VA from referring direct loan applications to the administration-backed VHMCP.

Under a recent deal between VA and HHFA, all applications for direct VA home loans go first to VHMCP for 45 days. This plan tries to provide private financing for veterans who live outside major money market areas before resorting to government loans. Committeemen complained that this teamwork "is serving to deprive many veterans of a loan." The law permits 30 year, 100% direct loans at 4½%—and at par. Such terms are far more generous than private lenders can meet at today's prices for money. So VA has sensibly ruled that before a veteran can qualify for a direct loan, he must be unable to find one from private sources with a "reasonable" down payment and 2% discount plus 1% originating fee. Committeemen were also irked at VA's forecast that it would lend only \$50 million of the \$150 million available this fiscal year for direct home loans.

HHF Administrator Albert M. Cole defended VHMCP. The Teague bill, he warned the committee at mid month, "would cut the heart out of VHMCP; it would remove as much as 70% of the program." (In its first year, the program has funneled more than \$100 million of private funds into remote areas and minority housing).

Committeemen seemed unimpressed. So next day, VA announced it was slicing the VHMCP referral time from 45 days to 20. Moreover, said VHMCP's Arthur Viner, VA will try to exclude referrals in areas where there has been no VHMCP activity, such as Alaska, Guam and the Virgin Islands.

The compromise apparently will mute, if not stifle, much of the criticism—at least for the time being. But mortgage men realize they have a long range problem: too many Congressmen misunderstand how the mortgage market works. Said one: "It is the very success of VHMCP that is causing the trouble."



Miller, Washington

COLEAN



Udel Bros.

SWETT

### Top mortgage men form firm to woo pension funds

A \$400,000 company aimed at bringing more investment money into mortgages has been formed by 28 of the nation's top mortgage bankers.

Investors Central Management Corp. (39 Broadway, New York City) will acquire and service loans for other customers, working through its mortgage-banker founders. As ICMC Chairman Miles L. Colean puts it, this means the new company will carry on for its customers the "supervisory functions of a home office mortgage department of a life insurance company." It is the lack of such a setup, more than anything else, that is keeping pension funds from much investment in mortgages. Yet private pension funds have resources close to \$20 billion. They are growing faster than any other kind of investment capital while the mortgage market faces recurring shortages of money.

ICMC hopes it can bridge the gulf, thus help home building tap the big new pool of money it must have if it is to reach a 2 million-unit-a-year clip in the 1960s.

At first, ICMC plans to stick to VA and FHA mortgages, because of their national marketability. "How soon we move I don't know," Colean adds. "The educational work you have to do is terrific." In fact, the new

*continued on p. 49*

## MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing.)  
As reported to HOUSE & HOME the week ending Mar. 9

### FHA 4½s (Sec. 203) (b)

City	Minimum down*- 30 year		Minimum down*- 25 year		25 year, 10% down	
	Imme- diate	Future	Imme- diate	Future	Imme- diate	Future
Boston local	a	a	a	a	a	a
Out-of-state	97-98	97-98	97½-98½	a	a	a
Chicago	98-98½	97-97½	98-99	98-99	98-99	98-99
Denver	a	a	98½-99	98½-99	99-par	98½-99
Detroit	97-98	97	97½-98½	97½	98½-99	98½
Houston	98	a	98-98½	a	99-par	99-par
Jacksonville	a	a	a	98-par		99-par
Kansas City	97	97½	97½-98	97½	98-99	98-99
New York	99-par	99-par	99-par	99-par	99-par	99-par
Philadelphia	par	par	par	par	par	par
San Francisco	98-par	a	98-par	98-par	99-par	98½
Wash., D.C.	98½	98	99	98½	99	98½

\*7% down on first \$9,000

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach, Jr., vice pres., Draper & Kramer, Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, John F. Austin, pres., J. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stockton, Whatley, Davin & Co.; Kansas City, Byron T. Shutz, pres., Herbert V. Jones & Co.; New York, John Halperin, pres., J. Halperin Co.; Philadelphia, Robert S. Irving, exec. vice pres., W. A. Clarke Mortgage Co.; San Francisco, Raymond H. Lapin, pres., Bankers Mortgage Co. of California; Washington, D. C., George W. De Franceaux, pres., Frederick W. Berens, Inc.

### VA 4½s

City	30 year, no to 2% down		25 year, 2% down		5% down or more 25 yr.	
	Imme- diate	Future	Imme- diate	Future	Imme- diate	Future
Boston local	par-101	par-101	par-101	par-101	par-101	par-101
Out-of-state	96-97	a	97	96-97	97½	97
Chicago	97-98½	97-98½	97½-99	98-99	98-99	98-99
Denver	98-99	97½-98½	98-99	97½-98½	98-par	97½-99½
Detroit	95-96	95	96-97	96	97½-98½	97½
Houston	97	a	97½-98	a	98-99	99
Jacksonville	a	96-98	a	96-98	a	97-98
Kansas City	96½-97½	96½-97	97-98	97	98-99	98-98½
New York	99-par	99-par	99-par	99-par	99-par	99-par
Philadelphia	99	99	99	99	99½	99½
San Francisco	95	a	96	95-96	97½-98	97½
Wash., D.C.	96½	96	97	96½	98-99	97½-98

► Immediate covers loans for delivery up to 3 months; future covers loans for delivery 3 to 12 months.

► Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.

► Quotations refer to new houses of typical average local quality with respect to design, location and construction.

NOTES: a—no activity.





# "Here are eight reasons why I prefer **STEEL WINDOWS,"**

SAYS SIDNEY FAXON, PRESIDENT, FAXON CONSTRUCTION COMPANY  
CINCINNATI, OHIO

1. Steel windows are easier and more economical for me to install. They will take more punishment on a building site than other types of windows.
2. Because of their trim line sections, steel windows afford maximum light area.
3. Outswinging vents provide full ventilation and deflect parallel air currents into the room.
4. Steel windows are easy and safe to clean—from inside the house.

5. Screens and storm windows are readily put in place—from inside the house.
6. Steel windows open and close easily.
7. Each steel window has a secure locking device.
8. Steel windows have fewer moving parts to wear out, reducing maintenance and replacement.

"A number of years ago," explains Mr. Faxon, "I put steel windows to a popularity test. I gave prospective home owners a choice between steel windows and windows made from other materials. The steel windows were quickly selected. This, plus the facts that steel windows are economical in initial price, are easier to handle, store and install, convinced me that I should use steel windows exclusively."



**This modern brick home,** now under construction in the lovely Faxon Hills subdivision in Cincinnati, features steel case-ment windows. Each home in this subdivision averages fifteen windows which vary in size from 2 feet-9 inches by 1 foot-6 inches, to 8 feet-5 inches by 5 feet-3 inches. In the larger windows a maximum of 30 panes of glass has been used, putting a deadweight load of 50 pounds on the steel window frame. Most of the glass is standard single lite; however, some of the windows are double-glazed picture windows.



**A Faxon workman,** James Pitcher, is shown here installing one of the big window frames. Actual installation has proved to be no problem on this job. It has been found that brick-layers can install the windows easily and efficiently. They make sure the window is in place, plumb and level. Then it's simply a matter of laying the brick around the window. Because steel window frames have greater dimensional stability and won't warp out of shape, the glass worker also has an easier time glazing the sash.



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## **USS STEEL FOR WINDOWS**

UNITED STATES STEEL



central facility may start with investment outlets other than pension funds. Several small and some fairly large life insurance companies, for instance, have never formed mortgage departments and so have stayed out of home financing. Despite two years of study, some questions of the best way to operate remain. Whether to use collateral notes secured by mortgages will take more study. So will methods of dealing in conventional and commercial loans.

Operating head of ICMC will be Paul P. Swett, Jr., 45, former vice president, treasurer and director of Baltimore Life Insurance Co. who went into business for himself as an investment counselor last year. Arthur Viner is quitting as executive secretary of HHFA's Voluntary Home Mortgage Credit Program to become a vice president. (His successor at VHMCP: Fred B. Morrison, who has been staff head of VHMCP's region IV covering Washington, D. C., Maryland, Virginia and West Virginia.)

ICMC's 30-man board of directors is composed of Colean and Swett (who hold no stock) and 28 stockholders who read like a Who's Who of mortgage banking:

John F. Austin Jr., J. Bayard Boyle, Frederick P. Champ, Aubrey Costa, George H. Dovenmuehle, Stanley M. Earp, Fred L. Flynn, Herschel Greer, Elmer H. Grootemaat, E. R. Haley, John C. Hall, Clarence A. Hardesty, Charles P. Landt, John A. Love, J. C. McGee, Joseph M. Miller, Wallace Moir, Walter C. Nelson, Aksel Nielsen, Maurice A. Pollak, Arthur G. Pulis, James W. Rouse, Byron T. Shutz, Robert Tharpe, H. Duff Vilm, Paul J. Vollmar Jr., Brown L. Whatley, Jay F. Zook.

## Consumers plan to buy more homes, Fed finds

US consumers plan to buy a record number of homes and spend significantly more for home improvement and maintenance this year, says the Federal Reserve Board.

The forecast is based on the board's 11th annual sampling of the public's buying plans. This involves only 2,800 families, so the Fed itself cautions that things may not turn out like the figures.

This year, 9.6% of families interviewed said they definitely, probably or might

*continued on p. 53*

## HOUSING MARKET:

# Will 1956 top last year's mark? New survey forecasts 1,340,000 starts

Home building is showing such an upsurge that 1956 may well bring more starts than 1955.

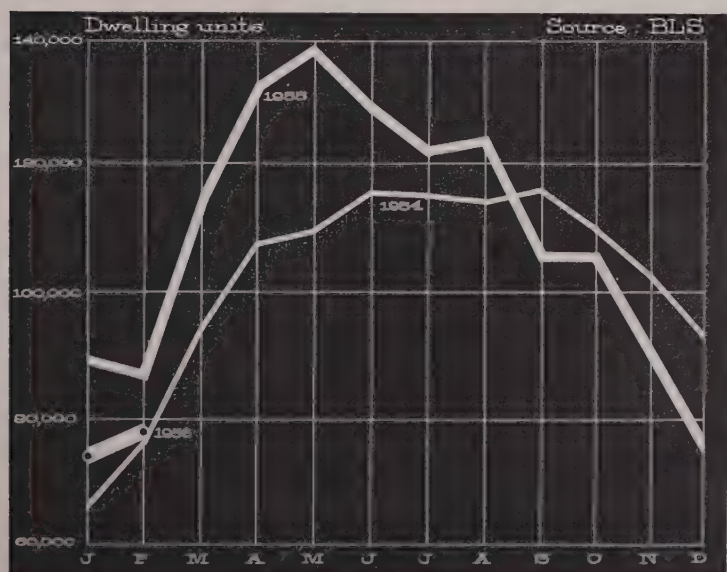
Indications of building's strength were piling up last month. Starts were back to a 1.2 million-a-year clip and applications to FHA and VA suggested a further rise. FORTUNE's annual survey of builders' intentions led HOUSE & HOME's sister magazine to conclude that builders plan to begin 1,340,000 houses this year vs. 1,309,000 last year. FORTUNE's forecast, which appears in its April issue, is based on a survey of 290 builders in 35 cities across the nation. "Over half the builders queried plan more starts this year than in 1955," FORTUNE reports. "Only 20% plan fewer." Still more astonishing, two-thirds of FORTUNE's builders expect the pace of home building at the end of 1956 to be maintained in 1957, and 31% of them are looking for another increase next year.

The FORTUNE survey is one of the most extensively researched predictions of its kind. How accurate is it? "The builders' forecasts have been remarkably accurate (within 2%) in three of the past five surveys," the magazine notes. "In the other two years (1953 and 1955) the builders' forecasts of housing starts were about 8% wide of the mark." But in both those years, the mortgage market tightened just after the survey. This year, the outlook for money is continued easing.

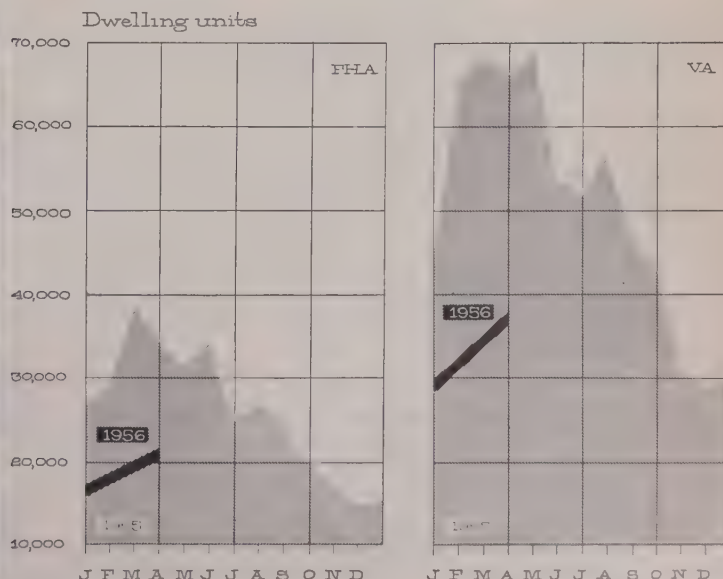
This latest prophesy is by far the most optimistic yet. Last fall, HOUSE & HOME expected housing to reach only 1,265,000 private starts in 1956. BLS, even more bearish, foresaw only 1.2 million private starts. HHFA Administrator Albert M. Cole predicted 1.25 million total, but in January he upped this to 1.3 million.

If the new assessment of what lies ahead is even close to right, it raises two serious questions: 1) will there be enough mortgage money (probably not) and 2) will it mean new shortages of some building materials toward the end of this year (possible, but not so certain).

Whatever it brings *in toto*, 1956's housing market seems certain to take a different shape than last year's. Areas like Florida, California, Texas and parts of the South which have gone the limit in pushing no-downs will share less in any increase. The East, Midwest and Northwest, which have experienced less bulge, should do better. Says Mortgage Banker John F. Austin of Houston: "I've been advising my builders to look at the local market situation, not the national picture, if they want to avoid going broke."

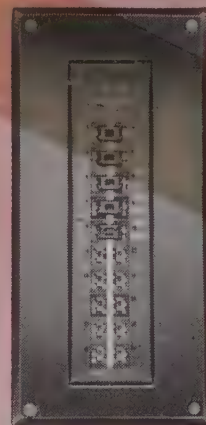
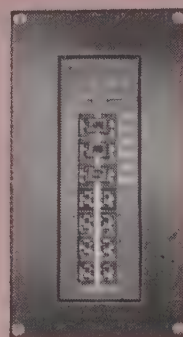


Housing starts climbed back to a 1.2 million-a-year pace in February after three months below that level. The February total was 78,000 (76,800 private, 1,200 public) an increase of 4,000 from January. Latest revision on 1955 starts: 1,327,900.



FHA and VA applications continued to bounce back from their fall slump in February. FHA applications reached 20,190, up 3,999 from January's revised total of 16,191. VA appraisal requests totaled 37,134 in February. Both reflected easier money plus seasonal upturn.





Catalog #XD-12 and #XD-18 *Electri-Centers* are compact, attractive. Serve 12 and 18 circuits respectively. Split bus design permits breakers in upper sections to handle up to four 220V, 2-pole appliances. One 2-pole Main Disconnect breaker controls all circuits in lower section.

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*Electri-Centers* provide *Pushmatic* dual protection and push-button convenience, too. Duo-Guard Pushmatics® safeguard branch circuits *plus* lamp and appliance cords. And there's never a fuse to change—just a push restores service.

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buy a house (compared to 9.4% who said so a year ago). This suggests no drop in the house sales market House purchases planned in earlier years:

1954 .....	6.6%	1951 .....	8.5%
1953 .....	8.8%	1950 .....	8.4%
1952 .....	6.4%	1949 .....	7.0%

The Fed noted that the proportion of non-veteran buyers appears higher this year than before. Nearly one-fourth of nonfarm consumers planned to spend at least \$50 for additions or repairs to their homes this year. This was about the same as in 1955. But the median planned outlay was up to a record \$380 (from \$330 in 1955 and \$300 in 1954).

## MARKET SURVEY

### Prefab owners like their homes, think them bargains

► Seventy-four per cent of the buyers of National Homes' prefabs chose a factory-built house instead of a conventionally, site-built house because of lower prices or better mortgage terms.

► Twenty-four per cent say the location and neighborhood is what they "particularly like" about their prefab homes. And 29% are "particularly" fond of the design or room layout.

► Twenty-eight per cent have added items like a garage, carport, porch or patio since moving in—at an average cost of \$643; and 57% plan to make more additions or changes in the next two or three years.

► Only 2%, however, have increased their original mortgage to finance additions or other purchases.

This picture of buyers of homes by the nation's biggest prefab producer emerges from a survey made last year by Elmo Roper and Associates at National's expense. The survey was based on interviews with 977 National homeowners (out of the 80,000-odd total).

The typical National Homes owner, Roper found, is a veteran under 35, married almost ten years with two children, a used four-year-old auto and a penchant for doing things around the house. How he stacks up against the national average on other counts:

	Prefab family	US Average
Income .....	\$5,395	\$4,100
Auto ownership....	97%	73%
Television set.....	94%	67%
Automatic washer...	95%	81%
Automatic dryer....	42%	7%
High school education	63%	37%
College education...	21%	14%

Roper reported the 977 families "told us they bought a prebuilt because it cost less, it required a lower down payment, mortgage payments were lower, financing terms were easier." But he added: "In general, they felt they either got more for their money" (some thought they have as much as \$2,500) or that prefabbing put a better house within their means.

"Better than four out of five National home owners would recommend a house like theirs to a friend with problems and circumstances like their own," Roper said. "... In our experience, no product has had a higher percentage of customer approval."

Such families, he speculated, "now appear to be converts to prefabrication" and could well "constitute a hard core for a future market in larger prefabricated houses."

### Miami buyers shun huge projects by single builders

Have home buyers built up a resistance to mass-produced homes—at least those all built at one time and place by one builder?

In the booming Miami house market—the fourth biggest per capita in the nation—the question was raised last month by a new trend: in the last year-and-a-half, no less than eight projects which started with plans for 500 to 10,000 homes have failed as originally conceived; others are tottering or having only fair success.

One Miamian who thinks "that project look" is partly to blame for sales flops is Realty Editor John Senning of the *Miami Herald*. Wrote he: "Variety of models and elevations doesn't seem to overcome buyer resistance to a huge one-builder project—and with competition what it is and the market what it is, any buyer resistance at all can kill a large project."

There are other problems. Some builders, wrote Senning, "were not prepared financially or by know-how to become community developers as well as home builders." And because of high land costs (lots up to \$2,000), most Miami builders were putting up houses priced from \$12,000 up. Warned Senning: "People who can afford to pay (\$17,000 and \$18,000) will most often avoid a large one-builder project." Exception to the big-project-in-trouble trend: **Mackie Co.'s** 3,500-home Westwood Lake, where the most expensive is a \$9,900 four bedroom, two-bath model.

The upshot is that many a big Miami builder has turned to subdividing and reselling improved sites to smaller builders. **Miramar**, planned as a 5,000-home project, has been selling lots for a year. **Cutler Ridge**, planned for 3,500 homes, recently sold 400 lots to other builders. Builder **James M. Albert** is selling 500 lots in groups of 10 to 50. **Nathan B. Rood** built 250 homes in **Myrtle Grove**, but has been selling 500 lots to other builders.

Some experts think the trend means that big builders are losing the dominant position in the Miami market they have held since the end of World War 2, while little builders find themselves in the best competitive position in years.

### FHA clarifies its rules on fees and charges

After a year's work, FHA spelled out its rules governing closing costs.

The regulations apply to Sec. 203 commitments issued after Feb. 12. FHA calls them revisions but they amount to clarification of rules that have supposedly applied all along.

Now, lenders will have to submit a detailed statement of all charges and fees collected from the mortgagor when filing for FHA insurance. In the old days such a statement was usually placed on the back of the commitment. Then FHA provided a special form for it—a system discontinued under the Housing Act of '54. Most lenders think the best way to satisfy the requirement now is to prepare a signed copy or photostat of the closing statement.

What fees are allowed? Customary charges like recording fees and taxes, credit reports, surveys if required and title examination are

authorized under the new order. The present flat fees of 1%-2½% on original principal are retained. In addition, mortgagees may include "such other reasonable and customary charges and fees as may be authorized by the commissioner." Here the rules are not ironclad. Local FHA directors are charged with deciding whether such fees are essential. Approval is likely to vary by region and even by different area within the same region. The New York district office, for example, has ordinarily approved legal fees listed by mortgagees who do not have their own legal staffs; other districts have not always done so. It would probably be advisable—although it is not set down in the FHA rules—for lenders who list such items as "settlement fee," "appraisal fee," or "escrow fee," to include a justification for the charge. Automatic approval of "out-of-pocket" expenses is out.

Most lenders feel the new clarification will be beneficial. Its application takes some of the curse off a report from the Senate housing subcommittee intimating that FHA and VA closing costs in some areas are padded (March, News).

### FHA extends cutoff on conditional commitments

Time limits on FHA conditional commitments won't be the thorn in builders' sides they once were.

Up to now, a builder had only eight months in which to build and find a buyer once FHA had committed itself to a mortgage amount based on site and house plans. Now builders will have a full year for new houses. On existing houses, the old four-month commitment has been raised to six months.

In extending lapse time as of Feb. 15, FHA Commissioner Norman P. Mason automatically extended currently outstanding commitments without fee.

In past years, factors like the weather and the log jam of applications FHA gets in the spring would often slow builders so much that they had to ask extensions (\$20 per house) or even refile (\$45) for more conditional commitments.

The new ruling should help builders avoid processing delays during peak loads at FHA. Builders can still switch from conditional to firm commitments under the new deal where they can point to a good sales record and an active market for the homes under way. But FHA will impose the old time limits—a maximum eight months, that is, from the date of the conditional commitment.

### Plumbing inspectors rate more pay, say contractors

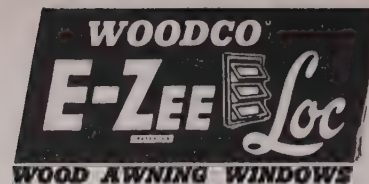
The Natl. Assn. of Plumbing Contractors made a countrywide survey, flushed up some unhappy figures on the life and times of plumbing inspectors:

► They are political appointees in two out of three cities.

► The average inspector is paid \$3,882 a year, can look forward to a maximum of \$4,625 (too little in most areas to qualify for an FHA house). If he becomes chief inspector he will average \$4,628 a year, reach an average high of \$5,317.

NEWS continued on p. 56





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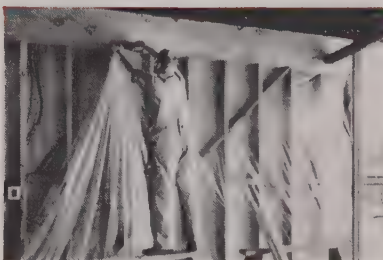


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Bob Braun of Braun Builders, Saginaw, is finding more and more ways to get greater on-the-job savings with VISQUEEN film. Here's what he has to say: "VISQUEEN film is not only the best permanent moisture barrier we have found, it is also the most economical to use. My men can lay it easier and faster. Saves up to 50% of our former labor costs. But what's more, we use it to cover expensive face brick stacked at the job and also as a temporary closure to protect men

working inside. You just can't beat VISQUEEN film for on-the-job versatility. Does so many jobs, I'm amazed it costs so little."

**Only VISQUEEN film is available in widths to 32 feet.**

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'WE DON'T WANT TO BE STUCK WITH THESE DOGS'

## Drive to get lenders to boost standards on homes started by US S&L League

A major drive to educate lenders to upgrade the quality and construction standards of homes and subdivisions has been started by the US Savings & Loan League.

League leaders have concluded that incomes of American families are rising so fast (some economists think they will double in the next 25 years) that many of today's minimum, low-price new homes will be unmarketable within 15 years. Says a league spokesman: "We don't want to be stuck with a lot of these dogs."

**The "fanatical" emphasis being placed on new, low-priced houses "is not in the long-term best interests of better housing for the American people,"** says League President Walter H. Dreier. "In the search for a low sale price we have permitted the building of houses in subdivisions without adequate sewage facilities, with inadequate water supply and in subdivisions laid out only with an eye toward economy . . . or maximum profit for the builder."

Outlining the new campaign in a talk to S&L men at Boca Raton, Fla. last month, Dreier observed: "As a lender, I am skeptical of the marketability ten or 15 years from now of some of these low cost houses we are building today."

**The league's program differs sharply from views expressed by NAHB leaders** at their convention in January. Home builder spokesmen expressed fears that higher land costs and increasing requirements for community facilities and houses themselves are pricing new homes out of the reach of the "industrial family." Democratic housing spokesmen in Congress and some federal housing officials have voiced like sentiments.

To carry out its educational program—the US League is planning a three-day "construction loan clinic" in September in Chicago. President Dreier is also urging the League's 4,187 member associations to adopt a five-point plan to encourage better housing (see text of his talk, below). Key point: each local association should draft architectural, construction and land development standards, keep them abreast of improving house technology by having an expert on their construction loan staffs.

**Hardest part of the campaign, S&L leaders concede, will be getting the idea to filter down to 4,187 local associations.** Even so, they think the impact on mortgage lending will begin to be felt by this fall. If it does, the effect on home building could be dramatic. In 1940, S&Ls financed only 16% of new housing. Last year, they financed 30% (435,000 houses)—by far the largest segment financed by one group of mortgage lenders.

Says one S&L spokesman: "Why fiddle around with urban renewal if you're financing hundreds of thousands of homes that are going to be slums? We're trying to lift up the eyes of our business."

## League President Dreier decries emphasis on cheap homes, warns against financing them

*Excerpts from President Walter H. Dreier's policy-molding talk to the US Savings & Loan League's southeastern group conference at Boca Raton:*

Changes are taking place in the American housing picture that are rapid and sweeping. Traditional styles of houses have been fading more swiftly than many of us anticipated five or ten years ago. **Obsolescence is running more rapidly than at any time in our history.** Some of us certainly know of communities (which I trust none of us have financed) where houses are being built that are obsolete as soon as they are finished.

The acute postwar housing shortage is over. Some lenders and builders have failed to appreciate this. We have recently witnessed a complete turnabout in the market for new homes in one metropolitan area of our Southwest, where practically overnight, to the surprise of many builders and lenders, the market became a real buyers' market ("The Dallas Market," Jan. H&H). The builders who had not improved their land planning and the up-grading of the construction and design were left holding the bag. We can all learn a lesson from this—it could happen in your community!!



**S&L LEAGUE CHIEF DREIER**

*For progress: higher quality*

The housing market is taking on the characteristics more and more of the automobile market. The ability of the producer—whether it be of automobiles or houses—to make a profit depends today upon his ability to produce a product which is of an acceptable style and in the case of houses a product which is well located. This competitive market will last at least until the mid 1960s.

### New era needs new approach

The programs that met housing shortages are not necessarily the ones needed today. Some people still believe the housing industry should concentrate on building more so-called minimum or low-priced houses with regard only for *quantity* of production and with little regard to the quality and style of the house and with little attention paid to neighborhood and subdivision standards.

**We should not sacrifice quality of construction and neighborhood standards merely for a tremendous quantity of low-priced homes. I do not think we should fall into the error of thinking that the only way to provide owner-occupied homes for our lower income families is to build millions of new low-priced minimum homes on small lots in neighborhoods without adequate community facilities.**

Before World War II, it was common practice for young families to buy existing houses as their first homes, then move into larger and newer quarters as their economic circumstances improved. Since the war, most new or young families have bought new houses as their first homes. **This has accounted for the fanatical emphasis on the need for "low-priced" new housing.**

### Brake on living standards

This completely by-passes the use of the tremendous inventory of existing homes that were built before and since the war. Second, **it tends to retard, rather than advance, the overall standards of American housing.**

**If we are to improve the quality of more and more housing, builders, realtors and lenders must realize that an increasing portion of tomorrow's buyers of new houses will come from families who have already paid off their mortgages or built up substantial equities in their present homes.**

This is the great market which needs to be



tapped in 1956 and the years immediately ahead.

The emphasis that has been placed on low-priced housing is not in the long-term best interests of better housing for the American people. In the search for a low sale price we have permitted the building of houses in subdivisions without adequate sewage facilities, with an inadequate water supply and in subdivisions laid out only with an eye toward economy, low sales price or maximum profit for the builder. I refer to subdivisions with the old rectangular grid pattern and house designs that show little imagination.

As a lender, I am skeptical of the marketability ten or 15 years from now of some of these low-cost houses we are building today. As people with the greatest stake in the stability and soundness of our residential real estate, we must be certain that we are not creating a new set of slums or real estate problems.

At our Miami Beach convention last fall, Perry Prentice, the thoughtful editor of *HOUSE & HOME*, threw out this challenge. He asked: "When the average family can afford to pay \$20,000 for its home (as he and most economists think they can 15 and 20 years from now) what are we going to do with all the cheap little houses we have been building since the war? What are we going to do with the 30 million semi-obsolete houses that are left over from before 1930—not to mention the six million homes where people are forced to live today that are no longer fit for human habitation?" Perry Prentice said that he doubted if there are 10 million homes good enough, out of the 50 million houses being lived in today, that anyone will want to live in by 1980 unless they are completely done over and modernized from top to bottom. He asked why we keep on building and financing a million more houses each year of a kind that most families will be wanting to move out of long before the mortgage is paid off.

#### Needed: salesmanship, new ideas

The solution is not simple. Nor is it to finance only houses that sell for \$20,000 or more, located only on 100' lots. On the contrary, it will require the greatest feat of salesmanship and merchandising in the housing industry. An increasing percentage of the houses built by private industry will have to have enough new ideas and improvements so that hundreds of thousands of Americans now owning and living in existing housing will be unable to resist buying new houses.

The lender must insist that the buildings which are financed are abreast of the latest advances in American technology and therefore marketable a generation hence. Our league is beginning a comprehensive educational and information campaign to help you in such matters as better neighborhood and lot planning, better design and higher construction standards. This campaign is appropriate because I am afraid there has been considerable lack of attention by a few of our institutions to the quality of the housing and neighborhoods they are financing. I agree that in many instances the FHA and VA requirements are unrealistic, inflexible and add unnecessary costs to the job of the builder. That probably

is inevitable with any government operation. The inflexibility and detailed requirements of FHA have been among the reasons that builders have often preferred to do business with savings and loan associations. On the other hand, I think in many instances the neighborhoods and houses financed with an FHA loan have been of higher quality than some of the projects financed by our institutions under conventional loans.

#### Five-point program

I urge all savings association managers, loan officers, appraisers, contractors and loan committee members responsible for appraisal policies to:

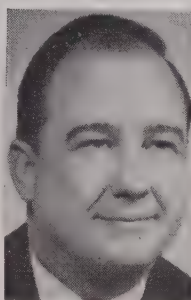
1. Assist in every way possible the adoption of up-to-date zoning ordinances or revisions

## Appraisers say big market is for quality; low-priced houses hard to sell in Detroit

More and more evidence is coming to light that the big demand in new homes is for bigger ones (which naturally cost more).

In Detroit, the local market committee of the Society of Residential Appraisers reported that the lower-priced homes are not easy to sell, but demand is soaring for "better class, modern homes." Three bedrooms, 1½ baths

Freeman's Studio



WALKER

and a two-car garage are becoming minima, the committee agreed.

Chapter President G. Gordon Walker noted that several developments of houses priced from \$27,000 to \$32,000 recently sold out before construction. "I believe this is due to the tremendous upgrading of personal incomes in this area," he said. "I think we are building too many houses in the lower brackets and not enough in the upper brackets."

Walker recalled that the typical mass market house in Detroit 15 years ago was a 900 to 1,000 sq. ft. brick unit. It had two bedrooms downstairs, one unfinished room upstairs, one bath, white fixtures, no garage, and stood on a 40' lot. Said he: "Mainly because of Detroit's rapid growth the house sold. Because it sold the home-building industry stuck with it long after it outlived its usefulness. In fact, a few builders are still building it by turning it sideways and calling it a 'ranch house'—and what housing crimes are committed in the name of the ranch house."

#### Change 'just beginning'

Today's house, said Walker, is notably better than a 1940 model not only for size but also for gadgets—"a big change just beginning." The '56 house: "four bedrooms, 2½ baths, colored fixtures, storm sash and screens, carpeted living room, dining room and hall, large family room, large kitchen, breakfast area, range and oven with copper hood, plastered attached garage with electric door openers, disposal and dishwasher; electric clothes washer and dryer. True, this 2,000 sq. ft. house sells for \$29,500 on a 175' lot, but

of existing ordinances that will allow and demand modern land planning.

2. Assume leadership [toward] adoption of enlightened building codes, including efficient local staffs to administer [them].

3. Recommend to subdividers and builders the use of modern, simple and well drawn protective covenants to implement existing zoning ordinances, thus assuring harmonious property development for the protection of neighborhood stability beyond that offered by zoning.

4. Establish minimum architectural, construction and land development standards for your construction loan department.

5. Keep under constant study the technological changes in construction and methods developed by research.

many of the people buying these homes are moving from the 1940 Detroit model. Like automobile improvements, new trends in housing are usually evident in the higher priced models first." Other symptoms:

► In Philadelphia, mortgage men reported that new house sales had slowed most in the \$10,000 bracket (usually a row or detached three-bedroom model without basement or attic and built to FHA minima.) But houses priced from \$13,000 to \$15,000 were selling well, and the market was good up to \$20,000.

► In Chicago, Chairman James C. Downs of Real Estate Research Corp. told a builder meeting: "Builders experiencing tough sales here in the last 90 days haven't been building the right kind of house for the market. They are not competitive design-wise and equipment-wise; they are in the wrong element of the market [over \$30,000]; they are offering the wrong kind of terms."

► In New York, Serial Federal S&L Assn. predicted continued upgrading of size and quality in new homes. "For the [housing] industry to grow," said the association, "it must build houses that families will prefer as compared with existing houses, even with a substantial difference in price."

## 95 % conventional loans proposed by S&L League

A private FHA setup to make 95% conventional mortgage loans has been suggested by the National Savings & Loan League.

Federal savings and loan associations are limited by law to 80% conventional loans. Under a plan urged by the National League's legislative committee, S&L would be empowered to go up to 95% if the borrower paid a premium for insurance of the top 15%.

The proposal would require legislation. It is similar to plans in effect in Britain.

The National League urged Congress to extend VA home loan for World War II veterans three years beyond their July 25, 1957 expiration. It recommended laws regulating savings and loan holding companies.

NEWS continued on p. G1





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# WORTHINGTON



CLIMATE ENGINEERS TO INDUSTRY, BUSINESS AND THE HOME



## COMMUNITY FACILITIES:

## Expert says half of septic tanks in five Midwest states do not work properly

Half the septic tanks in a five-state area of the Midwest do not work properly.

The author of that forthrightly controversial opinion is a man who should know what he is talking about: Daniel Evans, regional engineer, US Public Health Service.

"From my own observations from around the country," Evans told a hearing in Chicago recently, "I would say that less than 50% of our septic tank installations are doing a job. And where you have no control, and I mean supervisory control over the installations, I doubt if you will find 50% of them operating satisfactorily."

Evans covers a five-state beat: Illinois, Indiana, Michigan, Ohio and Wisconsin. He fears many new subdivisions throughout that area "are going to be nothing but slums in a few years" because of bad septic tanks.

### The trouble with tanks

Where the tank is big enough, the soil sandy enough and the lot large enough so tile fields do not pollute water wells, septic tanks work without endangering public health. The trouble is that more and more areas that once were outlying farm belts are now becoming suburban. As population increases, lot sizes shrink and some builders may cut corners on installations. Even if they do not, the first homes in an area may actually use neighboring lots for absorption. Their septic tanks may serve well for 10 to 15 years. But when others come in, the soil gets overloaded. In the first 18 months of septic tank operation in some areas there is a big reduction in soil absorption capacity, so a new home buyer may get a horrifying surprise after one, two or three years.

In Milwaukee this winter, for instance, a roving HOUSE & HOME editor found ditches in a new subdivision of \$15,000-\$35,000 homes half-full of frozen overflow from septic tank vent pipes (photo, below). The homeowners, to prevent sewage from backing up into their homes, had thoughtfully punched holes in the vents, allowing them to drain.

The result of such troubles is what seems to be a rising clamor from health experts and local officials to bar septic tanks.

H&H staff



SEPTIC TANK OVERFLOW IN MILWAUKEE

The problem grew so acute last year in the Chicago suburbs that Cook County commissioners began requiring builders to post a \$2,500 bond guaranteeing two-year performance for each new septic tank (Nov. '55, News). Home building slowed up. It turned out nobody would underwrite a septic tank to work properly that long for the expected \$50 fee. The commissioners also ordered the Cook County zoning appeals board to delay action on approving subdivisions with septic tanks where lots were less than 20,000 sq. ft.

Last month, after listening to builder protests, the county board was considering easing the rules. It planned to require bigger tanks than before, and prohibit them in areas where there are shallow wells, but rescind the \$2,500 bond.

The problem has popped up in enough widely scattered areas to suggest the building industry should take it more seriously unless it wants to invite sterner regulation. For instance, Philadelphians have noted uneasily the recent appearance of suds in creek waters in the suburbs, far from where they went underground. A recent report of the Civic Council of Montgomery County warned: "Unless solutions are applied immediately [to the sewage problem] the health of people will be threatened."

Milwaukee, which never has had one, is preparing to adopt an ordinance on septic tanks. It will set standards for both tanks and tile-lines and levy a fee for which the city will make soil percolation tests. But Health Commissioner E. R. Krumbiegel says septic tanks "are not a satisfactory alternative to sewers." This is especially true in places like Milwaukee where heavy clay is overlaid by only 1' to 3' of loam.

### Other experts agree

Is Health Engineer Evans an alarmist in saying half the septic tanks work improperly? An impressive number of other sanitation experts, including some of FHA's men, seem to agree with him. One statistical evidence that disturbs them: since World War 2, the percentage of the US population served by public sewer systems has dropped. James Coulter, chief of process development studies at the PHS Research Laboratory in Cincinnati, says the septic tank situation "gets worse and worse every day all over the country." James R. Simpson, chief sanitary engineer for FHA, has pointed out that even the absence of complaints about faulty septic tanks does not always mean they are functioning properly. He recalls instances where, after being assured by local FHA men that they had no septic troubles, he toured recent subdivisions and found many a tell-tale odor.

### New rules coming

While sanitary engineers and many building officials agree that new subdivisions should be forced to install central sewage plants, few states or counties have laws requiring them in unincorporated areas.

So health and building officials are resigned to septic tanks for a time. Meantime, they are trying to set better standards for a method which they hope will be extinct in ten years except in strictly rural areas.

The major effort is a new manual on septic tank standards, to be issued by the US Public Health Service July 1. It will specify test procedures for soil absorption rate and capacity in all types of soil, design requirements for tanks and tile fields in each soil type. The criteria will be based on a 20-year life for the system.

FHA now uses septic tank specifications drawn in 1943. But the agency has had its hand in the new PHS book. It is a fair bet that FHA in a few months may refuse to insure homes that do not meet the new rules.

## Steel, glass, wood lead producers' profit gains

Profits continued to rise last year for building material manufacturers.

A survey of 44 representative producers shows that over half earned 25% more in 1955 than they had in 1954. Steel, glass and wood registered the biggest gains.

Meeting a huge demand, US Steel saw its profits jump about 90% to over \$370 million in '55. The unprecedented demand for glass jumped leader Pittsburgh Plate's profits from \$38 to over \$61 million. Even peak production has done little to alleviate the tight supply of flat glass.

Timber and plywood made new gains with Weyerhaeuser's earnings jumping from \$35 to almost \$50 million. US Plywood's profits increased 69% to a record \$8,615,900 in '55. Gypsum and cement producers also had a record year. Profits for US Gypsum and Johns-Manville were especially impressive—so much so that J-M is looking into a number of expansion projects.

Most manufacturers of equipment and hardware had an exceptional year: Carrier Corp. showed a profit increase of 23.7%, while Yale & Towne chalked up a phenomenal 201.7% increase in profit.

The picture was not so bright for the electric companies. General Electric increased its huge net only 1% and Westinghouse profits dropped almost 50% due to the strike which started October 17. The only other cloud on the profit horizon was that net for asphalt and asbestos producers (like Flintkote, below) dropped small amounts below those of last year. Representative earnings:

COMPANY	1955	1954	INCREASE '55 OVER	
			'54	
US Steel Corp..	\$370,197,625	\$195,417,611	89.4%	
Gen Elec Co....	200,923,835	198,913,211	1.0%	
Pitts Pl Glass Co	61,433,716	38,637,629	59.0%	
Weyerhaeuser Tbr	49,241,030	35,510,355	38.7%	
US Gypsum.....	40,300,967	32,371,015	24.7%	
Johns-Man Corp.	23,511,183	16,655,658	41.2%	
Am Rad & Std Sanitary Corp.	22,600,000	20,423,215	10.7%	
Armstrg Cork Co.	14,542,289	11,913,676	22.1%	
Lone Star* ....	10,767,615	9,437,820	11.4%	
US Plywd Cp.**	8,615,900	5,097,100	69.0%	
Carrier Corp.***	8,487,220	6,863,031	23.7%	
Flintkote Co....	4,945,695	5,095,787	-2.9%	
Yale & Towne*	3,072,665	1,018,478	201.7%	
Devoe & Raynlds	2,175,684	1,334,109	63.1%	

\*9 months to Sept. 30.

\*\*9 months to Jan. 31, '56

\*\*\*year ended Oct. 31.

NEWS continued on p. 65



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## MATERIALS &amp; PRICES:

## Lumber scientists develop revolutionary way to make big boards from little ones

Seventeen years and perhaps \$500,000 of research have paid off for Weyerhaeuser Timber Co. with a new process for making big pieces of lumber out of little ones.

### It is a technological breakthrough of major scope.

With development of good industrial glues in recent years, there has been much experimenting with edge-gluing of boards. But achieving a bond that would hold up as long as natural wood lumber has been a stumbling block to large-scale commercial production.

Yet the need was pressing. Lumbermen have never been able to saw enough long, wide pieces of wood out of a tree to meet demand. And the problem is destined to grow worse as mills move into second and later growths of timber where trees are smaller than virgin timber.

Weyerhaeuser scientists began experimenting in 1939. Ten years later, the company had enough bugs licked to set up a pilot plant at Longview, Wash. for edge-gluing—joining narrow boards together along their long edge to make wide ones. Now, a still tougher technical trick—end-gluing—has been added. Last month, Weyerhaeuser was beginning to mass produce short-narrow boards into long, wide boards with a seam you cannot find unless you look closely and with more strength at the seams than in the wood itself.

So far, Weyerhaeuser cautions, it has more demand than capacity. Until the company steps up production, edge-and end-glued lumber may not be available to everybody who wants it. It is priced the same as regular lumber and considered interchangeable with it.

### Precision drying, electric bond makes glue-up work

Here is how Weyerhaeuser Timber Co.'s new edge- and end-glue process works:

Narrow strips of clear lumber, usually 3" to 6" wide, are kiln-dried to a precise and even moisture content. Then they are surfaced on two sides to form blanks of uniform thickness. Specially-designed machines cut the

blanks along the long edge to obtain a smooth glue joint. Workmen assemble the blanks for gluing by selecting stock for proper width, grade and appearance. The matched stock is fed through a glue applicator, then placed in a press with a scientifically (and trial-and-error) determined side pressure. The bonding is done by high-frequency radio waves or a hot press akin to the type used to make ex-

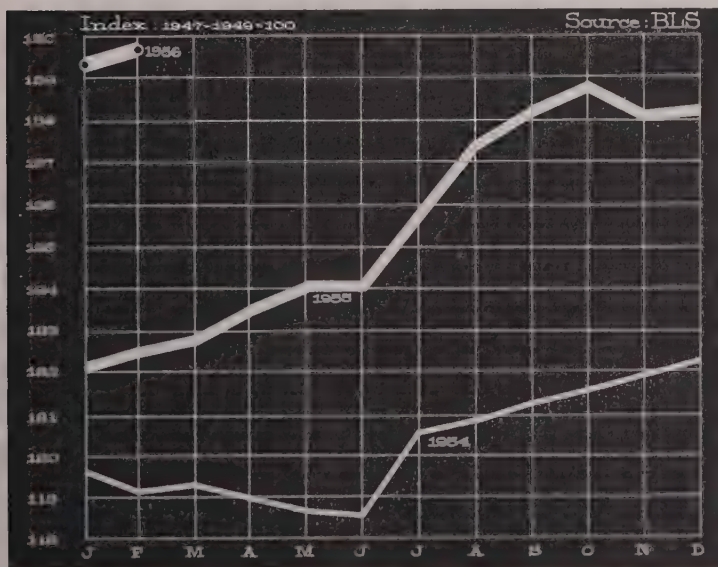
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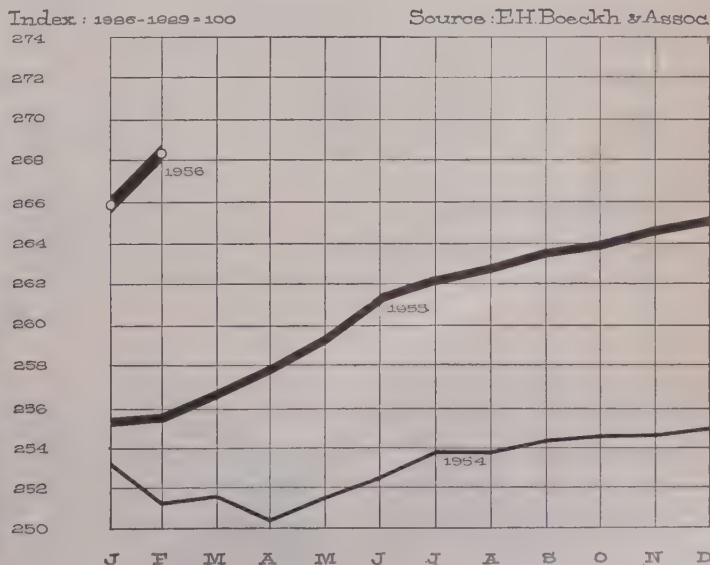
**Combination** end- and edge-glued panel is inspected by W. H. Robertson (l), manager of Longview branch and H. I. McMunn, methods engineer.



**Electronic press** turns out tightly-bonded edge-glued board.

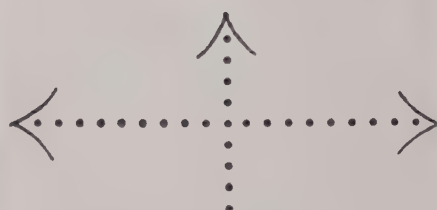


**Materials prices** climbed fractionally in February to another all-time high: 129.7. Prepared paint registered the biggest jump—from 117 in January to 119.1 in February. Lumber, millwood and structural clay products were up slightly. With the economy booming generally, the outlook is still for continuing price increases, probably gradual.



**Boeckh's building cost index** soared 3.7 points in February to 268.2, largely because of increased freight rates (see p. 71) and a rise in the price of lumber. Lumber prices started the month at a relatively high level. Weather was hampering production in the big Douglas fir belt of the Northwest. Another freight car shortage looms, too.





## Try These Ideas to move houses faster

These are only four of the many ways you can use patterned glass to make your homes more attractive . . . more saleable.

Blue Ridge *Patterned Glass* can be a key sales feature in your houses . . . the remembered decorative idea. Prospects like its exciting newness and its practical advantages. Walls or partitions of patterned glass decorate the rooms on both sides with a sparkling pattern of light. The translucent glass is neutral in tone . . . harmonizes well.

Ideas like these are advertised by Blue Ridge Glass Corp. in *Better Homes & Gardens* and other magazines used as "shopping guides" for prospective home owners.

Look into this versatile building material. Expensive? No, it just looks it. It's easy to install . . . eliminates painting and papering.

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**1 DRAMATIZE AN ENTRANCE**

**2 SPARK-UP A KITCHEN**

**3 BRIGHTEN A STAIRWAY**

**4 DIVIDE SPACE . .  
BUT NOT THE LIGHT**

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Made by BLUE RIDGE GLASS CORP.

Sold by LIBBEY·OWENS·FORD Glass Distributors



### Book of Decorating Ideas

This 16-page book illustrates many ways leading architects and designers have used this decorative glass for striking effects in homes. Send for your free copy.



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**Sell houses this new pushbutton way  
that headlined the NAHB Show!**



**You drive the buyer right in . . . to a home he can't resist!**

**ONLY \$198\*** Barber-Colman's new top-quality electronic door operator glorifies *your* moderate-priced house with a whole new luxury personality at practically no increase in cost!

You pay more for appliances that go half noticed by today's home buyer—but imagine your prospect's eyes when you show him a home he drives right into, just by touching a button on his dash!

*And the spectacular sales kit* supplied by your Barcol distributor includes a portable electronic demonstrator "key" that plugs into your dash cigar lighter. Let your buyer press the button as you drive up . . . house *sold* before you say a word!

Just leave it to Barcol! Distributor installs and guarantees every unit . . . is your promotional right-hand man all the way. And he's prepared to dress up your houses with glamorous, weatherproof Barcol OVERdoors, Barcol Doorman-equipped, on a streamlined package basis, all at moderate cost!

\* F. O. B. Factory



Barcol®

## DOORMAN

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- ☐ Arrange free demonstration of Barcol Doorman Home selling Kit.  
☐ Send illustrated bulletin.

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Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Advertised in *House Beautiful*

*Send coupon—* beat competition to this sales powerhouse! Ask for a demonstration of the sensational new Barcol Doorman Home-Selling Kit! Or check under "Doors" in phone book for Barcol distributor.





continued from p. 65

# Mr. Builder...for 1 home or 10,000 THERE'S A YEOMANS LOW-COST SEWAGE TREATMENT SYSTEM



## THE CAVITETTE\* FOR SINGLE HOMES!

- .. operates where septic tanks won't
- .. absolutely no odors

Here are some of the advantages of the CAVITETTE Yeomans Home Sewage Disposer (a single-home sewage treatment system) over the septic tank system:

- 1 Cavitettes frequently operate successfully on smaller lots than those required for septic systems.
- 2 Cavitettes can be used to eliminate odors and nuisances of existing septic systems.
- 3 Cavitettes operate easily in areas where soil conditions prohibit the use of septic tank systems.
- 4 There is no annual tank cleaning expense .. as is often the case with septic systems.
- 5 There is no odor .. no backup, no need for cleaning tile beds. There are no health hazards.
- 6 Cavitettes are ideal in areas of scattered homes where septic tanks are not permitted .. and where the cost of long sewage lines to a central plant would be prohibitive.
- 7 Automatic garbage disposal units will not interfere with Cavitette installations.
- 8 Original cost in many cases is no more than for a septic system.



## THE CAVITATOR\* FOR 25 OR MORE HOMES!

- .. lower cost per home
- .. meets State health requirements

Here are some of the advantages of the CAVITATOR community treatment system:

- 1 Builders find that original cost of Cavitator community systems is up to 40% less than for individual septic tanks.
- 2 With community systems, local governments often permit builders to use smaller lots .. thus more houses share original cost of the system, not to mention the cost of various other off-site improvements, such as streets and drainage.
- 3 Community systems improve the value of homes (both to owner and lender) .. make them easier to sell.
- 4 Municipalities or townships frequently are willing to assume operation of community systems because they are easy and inexpensive to run and maintain.
- 5 Cavitator community treatment systems produce effluent of the highest purity .. there are no objectionable odors.
- 6 Cavitator community systems are practical for developments of as few as 25 homes.
- 7 Plants are small .. can easily be camouflaged to look like a home.

\*Cavitator and Cavitette—  
Yeomans trade-marks

# YEOMANS

2003-8 N. Ruby Street, Melrose Park, Illinois

manufacturers of: distributors • clarifiers • digesters • mechanical aerators  
pneumatic sewage ejectors • centrifugal pumps



### JUST PUBLISHED!

This four-page catalog which tells the story of the CAVITETTE Yeomans Home Sewage Disposer

.. and this 12-page brochure which carries detailed information on the YEOMANS CAVITATOR community treatment system for small communities, subdivisions, motels, resorts, schools, and industrial plants.

Yeomans Brothers Co.  
2003-8 N. Ruby St., Melrose Park, Ill.

Please send me descriptive literature as checked:

☐ "the story of the Cavitette"

☐ "the Cavitator"

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company \_\_\_\_\_

street \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

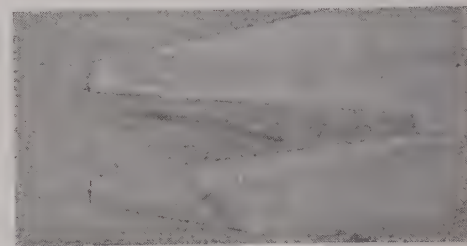
terior plywood. After gluing, the resulting wide lumber is surfaced and graded the same as regular lumber.

For end-gluing, Weyerhaeuser developed a finger joint (see photo) in which the ends to be joined are cut into a V-pattern, providing greater strength.

Throughout the process, the company makes load tests to maintain quality control. In one test, taken from cross sections of each batch, the glued piece is boiled in water for 4 hrs., then given a shear test with the entire load on the glue line. In another test, the cross section is soaked in tepid water two days, dried 8 hrs., soaked again two or more times for 16 hrs. each, then given a shear test on the glue line.

### How they did it

Evolving the new technology presented many a problem. One of the biggest, says William Robertson, general manager of Weyerhaeuser's Longview lumber division, was "getting an exactly even moisture content between pieces to be glued together." There

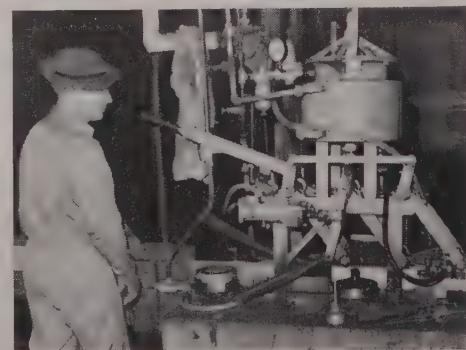


**Finger joint** makes end-gluing possible. The glue joints show, but apparently could be concealed by painting.

had to be no fluctuation. Says Robertson: "We had to find a moisture content that provided the best gluing-up strength and yet was economical to maintain in mass production.

"Another problem was finding just how much expensive labor could be used in trimming short and narrow pieces to fit into panels. Too much labor would make panels uneconomic and too little wouldn't utilize enough smaller pieces to make better utilization of wood an economic factor.

"It took long experiments to find just the right glue. Color makes no difference in car lining [freight-car interiors have become one of the biggest markets for glued-up lumber] but makes a lot of difference in paneling for homes and furniture. Joints had to be stronger than the wood itself before we could be satisfied, and the process had to fit mass produc-



**Glue machine** applies a precisely controlled amount of warm glue to the top edge of a narrow board.



tion techniques before it was feasible.

"Developing the manufacturing process, which now is adequate but constantly being improved, was a big problem. The first five years were the hardest because it took that long before machinery manufacturers, working in cooperation with us, could make end-matching machines available for our pilot work."

## Big market for glue-up seen in siding, paneling

Two plants are turning out Weyerhaeuser's glued-up lumber.

At Longview, Wash., the company makes both edge- and end-glue boards—Western red cedar bungalow siding, Douglas fir 12" finish, stepping and wide finish and industrial clears up to 30" wide. Some of the same items are made in West Coast hemlock. One that also includes end-gluing is 1/2" x 6" cedar siding.

At Springfield, Ore. (doing only edge-gluing so far), the company makes Douglas fir finish in vertical and flat grains and vertical grain Douglas fir stepping. The edge-glued fir lumber is 4/4 and 5/4 stock in length 3' through 12'. The plant is also equipped to make edge-glued items up to 48" wide and to surface stock up to 30" wide—pending a planned expansion. It goes chiefly—so far—into cabinet and millwork.

The big market now is lining for rail cars. But Weyerhaeuser foresees a big potential in items like cedar siding fir and alder interior paneling for homes. A big advantage of glued-up lumber is that it can be made up in the exact lengths the customer wants—even odd or fractional sizes. Weyerhaeuser is marketing the product under the trade-mark Nu-loc.

## Waste elimination

It is hard to say whether the glue-up process means significant reduction in the waste of sawmill operations. Wood is too expensive for lumber manufacturers to waste much of it nowadays. At Weyerhaeuser, almost everything goes into some product—from pressed sawdust logs for fireplaces to pulp and paper. Several mills now operate part of the time with oil as fuel instead of waste wood, because wood is too costly to burn even for steam and power. But using shorts and narrows in panels is a better end use than running them through chippers because it upgrades boards and supplies long and wide pieces that are easier to sell than shorts and narrows. Weyerhaeuser has made no studies yet of waste savings in the glue-up process, but at the consumer end, where more-expensive wide boards can be fabricated to exact lengths, the builder will avoid wasting lumber in trimming.

## Freight rate hike will up lumber \$1.50 Mbf in East

Freight rates went up 6% throughout the nation March 7, but some building materials were spared the full impact of the boost.

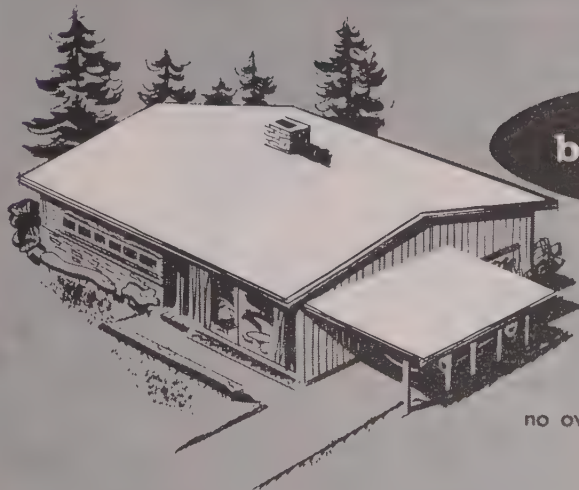
The Interstate Commerce Commission held down the increase to a maximum of 6¢ per 100 lbs. for lumber and 7¢ per 100 lbs. for millwork.

Assuming that the average house uses about 10,000 to 12,000 bd. ft., the order will add something like \$10 to \$12 to cost of construction.

*continued on p. 74*

**sells finer looking  
homes faster!**

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All the wearability of genuine marble. No seams to bulge, nothing can rot, and there are no overlapping edges to loosen or lift.

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Atlanta, Georgia

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**All designed to create a demand  
for Kitchens Styled in Steel**

**in the homes you build!**





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# Styled in Steel™

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U. S. Steel's "Kitchen Call" will tell and sell the public on the advantages of steel kitchens . . . on the exciting new decorative possibilities of kitchens in color, the ease of cleaning, the inherent strength of a steel kitchen, the convenience and economy of adding modular steel units.

Your prospective buyers will recognize the desirability of steel kitchens. And they will be easier to sell if you show them modern, convenient steel kitchens in the homes you build.

## PLAN AND BUILD YOUR HOMES WITH KITCHENS

# Styled in Steel™



# UNITED STATES STEEL



The "holddown" to 6¢ per 100 lbs. was stipulated by ICC after west coast lumber producers protested that they would lose eastern markets to southern pine if a flat percentage rate boost were applied on a nation-wide basis (March, News).

But southern pine producers are in a spot: the new federal \$1 an hour wage minimum, effective March 1, may lead them to boost prices anywhere from \$3 to \$10 per Mbf. The wage floor will have little effect on west coast producers who already were paying common labor more than \$1 an hour. Increased operating costs and freight rates may force some marginal southern mills out of business. Supply will tighten. Economists figure the \$1 minimum will add \$560 million a year to US payrolls. In the South, 80% of lumber and wood products industry will be hit by the new wage floor.

### Bigger bite on Southern pine

Southern pine does not come under the 6¢ "holddown" provisions since their present rates to the eastern and mid-west market are less than the 92¢ per 100 lbs. maximum required before "holddown" becomes effective. From Hattiesburg, Miss., the central rating point for southern pine, the rate to Chicago was 76¢.

The 6% increase boosts this to \$1.25 per Mbf for southern dimension lumber. From the west, ¾ ply (at 2,225 lbs. Mbf) will increase \$1.34, ⅝ ply (at 1,125 lbs.) 68¢, and ¼ ply 49¢ per Mbf for most points east of the Rockies. Western lumber hits its maximum 6¢ increase at the Rockies and thus should not go up more than \$1.50 further east. Doors, blinds, shingles, sash, and shutters all increase 7¢ per 100 lbs., the "holddown" freight rate for woodwork and millwork. Rates went up because the railroads face some \$500 million a year in increased operating costs. The new rates will provide a little over \$400 million of it.

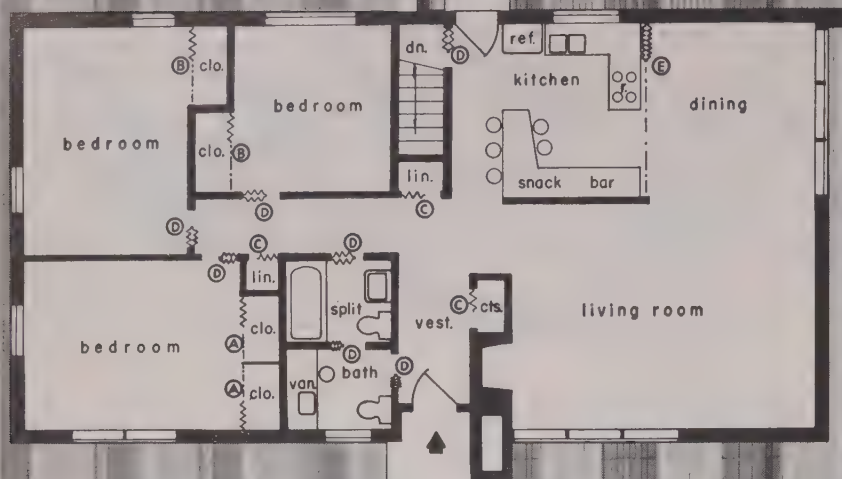
The rail boost may well presage a general rise in shipping costs. Major domestic water carriers are seeking a 7% rate increase. The ICC has just approved a 6% boost in trucking rates inside New England. Southern truckers recently voted at a meeting to raise their rates 7%. No ICC approval is necessary.

### Builder urges state FHA program for California

Does California need a state-insured home loan program for non-veterans to supplement FHA?

K. Sande Senness, a past president of the Los Angeles Home Builders Institute, thinks it does. Senness explained what he called his "revolutionary" scheme to a state Senate subcommittee on home construction problems. Argued Senness: FHA is a money-making agency—let California make money the same way by charging a ½% fee; California's volume of FHA-insured loans is 10-15% above the national average; California builders are not happy with FHA's minimum property requirements and need a loan program tailored to their individual problems.

(California has had a home and farm loan program for veterans since 1946. The state will lend up to \$8,500 on a home at 3%, provided its value does not exceed \$12,500. Maximum farm loan is \$15,000 with a value ceiling of \$18,500. Volume of loans has been about \$7 million a month recently.)



Hufcor Laminated Accordion Door

Fashionfold Basswood Folding Door

## How to Save Over \$200 per House

### New Hough Door Construction System Saves and Sells

Actual on-the-job cost comparisons including paint, trim, labor, etc. prove that you can save hundreds of dollars with the Hough Door Construction System. The secret: using both Hufcor and Ra-Tox Fashionfold doors instead of space-consuming swinging and sliding doors. The floor plan above is an actual illustration of the system. Seven Hufcor doors, one Hufcor room

divider and seven Fashionfold doors were used for a net saving of \$323.79. Find out now how this system works. Ask the Hough distributor in your area to help you make a cost analysis of your own floor plans, or—

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Hufcor accordion doors with 5-ply semi-rigid laminated covers are built on the vertical pantograph principle. Designed to assure more sound reduction, these doors also have a trim-line architectural beauty and an inborn toughness that makes them the ideal folding wall or closure for kitchen, bedroom, bathroom and other openings.



Ra-Tox Fashionfold basswood slat doors are distinctively designed to add "plusses" to the decor of your homes. They save wall and floor space, provide full accessibility, provide needed closet ventilation, are easy to operate and withstand a tremendous amount of abuse. Ideal for closets, utility areas, room dividers.

\*pronounced HUFF

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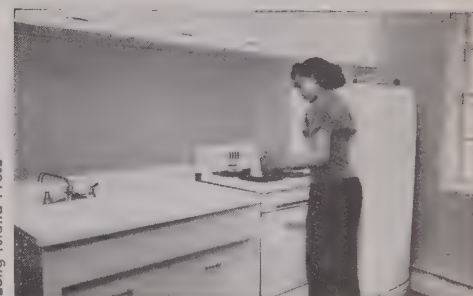
Platnick's Photo Service

**Exterior of this 28-family slum** in Glen Cove, Long Island tells only part of the story. Inside was a shambles of faulty plumbing and dangerous cooking devices until Long Island home builders started rehabilitation. They set up a private stock corporation to do it.



Platnick's Photo Service

Before



Long Island Press

After

**Kitchen cleanup** was the first job. Temporary fireproofing was necessary because of the kerosene and wood-burning stoves (since removed). Bathrooms were next. There was no central heating in the building in the old days and waste lines froze on cold days.

## URBAN RENEWAL:

# Long Island builders set up a stock corporation to finance rehabilitation

A set of timely coincidences—including a state court eviction order and a tip from ACTION's Dave Slipher—gave the Long Island Home Builders Institute the chance it needed to transform a slum into a decent home.

**Result: a work-in-progress attack on a four-story building in Glen Cove housing 123 persons (see photo) that is likely to become a model how-to-do-it job for other builder associations.**

The renovation job is being done by a private stock corporation called Long Island Neighborhood Renewals Inc. Officers of the builders institute set up the corporation last summer because their committee on neighborhood renewal was making such slow progress bucking political and civic inaction on the island. LINRI, as it is called, now has 40 stockholders (all members of the Home Builders Institute) who have taken 1,000 shares at \$100 apiece.

**"This sort of craziness will become imperative to get urban renewal off the ground,"** says Emil Keen, president of LINRI. "We now expect an 18-23% return on our invested capital but we were ready to underwrite a loss when we began the job.

## Builder group pays \$45,000 for a four-story walkup tagged with 30 code violations

"From its inception the building was a slum—built, conceived and occupied as a slum."

This was the property (as described by General Counsel Marvin S. Gilman of LINRI) that the Long Island builders decided to take over last autumn. It was part of what Gilman calls a "basically rundown residential neighborhood." There was a junkyard next door, yet only two blocks away were some

good, \$30,000 homes. When the builders took over, the building had 30 violations of the building and fire codes. No certificate of occupancy had ever been issued, yet 123 people (all Negroes) lived there.

The structure was built two-and-a-half years ago by Morris Idelevitz, who owns several properties on Long Island and is not a member of the Home Builders Institute. Idelevitz

is now serving a 330-day jail sentence for violating the Glen Cove building code.

The Home Builders Institute was virtually forced into action on the case last Sept. 14. On that day a state supreme court eviction order issued six months before, but delayed in order to give tenants a chance to find other quarters, came due. The Natl. Assn. for the Advancement of Colored People turned to the home builders to help prevent eviction of the tenement's families. (Actually there were more persons living in the building on Sept. 14 than there were when the court issued its six-month order.) LINRI had been formed two weeks before. On Sept. 15 LINRI's officers (Gilman, Emil M. Keen, Anthony S. Zummo and Daniel B. Grady) met with the mayor, NAACP representatives and Landlord Idelevitz. The group inspected the premises. LINRI wanted the landlord to renovate the building floor by floor, letting tenants double up with each other as the work progressed. The landlord pleaded he had no money for this. LINRI offered to buy the building. The landlord refused to sell.

The deadlock was broken only when LINRI's officers remembered a meeting with ACTION staffers Dave Slipher and Bob Wright two nights before at the institute. Says Gilman: "Slipher's speech gave us the key we needed. He said, 'You get something—anything—for relocation and the problem will begin to solve itself.'" The following day LINRI issued a press release saying it had secured an option on a vacant resort hotel and would relocate tenants there if the mayor of Glen Cove would pledge that once the building had been cleared it would be kept cleared until the code violations were removed and a certificate of occupancy granted. This, says Gilman, was the straw that swung the deal.

On Sept. 18 a contract was drawn for purchase  
*continued on p. 82*





Attractive combination of mahogany door, Limba wall panel and walnut bar.

easy to apply...economical, too...

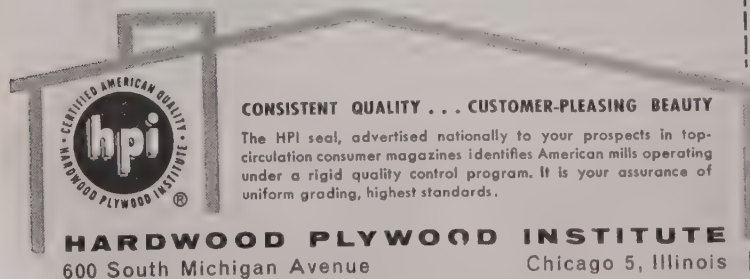
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HPI Hardwood Plywood is available in Birch, Cherry, Gum, Mahogany, Maple, Oak, Walnut and other handsomely grained species. Each of your homes can

have individual beauty—each distinctively different. And Hardwood Plywood is sturdy, trouble-free—will cut upkeep and maintenance costs—last as long as the house. You'll be pleased and satisfied, too, with the amazing difference a paneled room or even a dramatic Hardwood Plywood accent wall can make in the appearance of your finished house. The beautiful results will lead to additional home sales wherever you build.

Write for your free copy of "A Treasury of Hardwood Plywood," filled with practical ideas and information on selection and use of Hardwood Plywoods.



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The Venetian Isle Motel, Miami, Florida has Ingersoll Plumbing Fixtures installed in each of its 100 units. Quick completion and long term durability and attractiveness meant that the fixtures specified had to meet exacting requirements. No matter whether you are building or supplying a hotel, motel, housing project or individual home, the modern line of plumbing fixtures means the same . . .

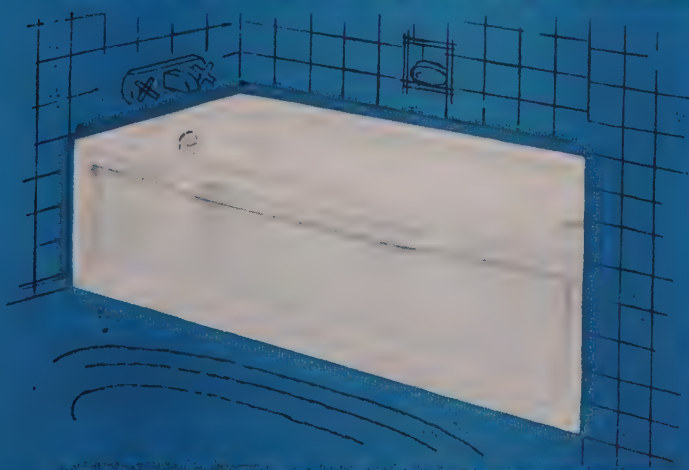


Architect . . . McKay-Gibbs  
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**means**  
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**Your turnover directly reflects your use of up-to-date materials**



**perfect for practical economy**

Bathtub Model T-103

No longer is it necessary to accept inferior materials and workmanship in plumbing fixtures in order to achieve economy. Ingersoll's bathtub Model T-103 with wide, integral seat is an excellent example of luxury coupled with economy. For even greater savings, Ingersoll has recently introduced a straight-front tub, Model T-106. Both tubs are available in white and a choice of lovely colors.

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**Lower Cost** is achieved through the use of modern materials coupled with modern manufacturing methods. The basic material is steel . . . strong, durable, lighter weight. Only steel can be manufactured in volume for lower costs. And, the lighter weight of steel means freight and handling charges are less.

**Faster Installation** of INGERSOLL fixtures is accomplished in two ways: light weight—exact, die-formed dimensions. Now only one man is required instead of two, Carpentry, plumbing rough-ins and tile setting can be counted on to fit exactly without expensive changes.

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*Borg-Warner Corporation*

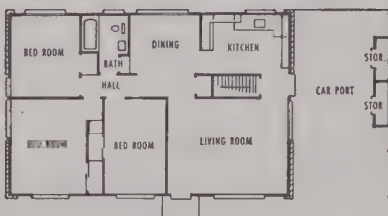


# 28

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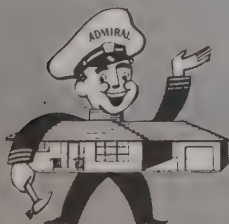
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Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

continued from p. 75

chase of the building by LINRI. Price: \$45,000. At the same time, the court, NAACP, LINRI and the City of Glen Cove mutually agreed that the court would stay the eviction order if the city would approve a temporary certificate of occupancy based on LINRI's plans to bring the building into conformity. This was done.

It cost the builders \$3,770 per unit to get the building into shape. There are still 28 apartments in the building (although only 23 were occupied last month). Before rehabilitation, rents were \$38-42 a month without utilities. Now they are about \$70 a month, including utilities. But this represents a true rent increase of only about \$8 a month, says LINRI President Keen, figuring in what the tenants formerly paid for light and kerosene for heat.

### HOW TO FINANCE A PRIVATE SLUM REHABILITATION JOB

Long Island Neighborhood Renewals, Inc. is capitalized at \$100,000. Cost of the corporation's first rehabilitation project is estimated at \$150,000.

The extra \$50,000 was obtained in two ways. About half of it came from the fact that several contractors on the job are taking shares of stock in Glen Cove Manor, Inc., LINRI's wholly-owned subsidiary which holds title to the building, in lieu of payment in cash. The other half is loans from the Security National Bank in Huntington, L.I., based on the corporation's assets and the personal guarantee of its officers.

The officers think that with a conventional mortgage they would break even on the job. (They have been offered conventionals of \$70,000-80,000.) The 20% profit LINRI President Emil Keen feels is possible will come about only if the group obtains an FHA-insured loan under Sec. 207. No Sec. 207 rehabilitation loans have been issued to date. LINRI's officers were told by the FHA district office in New York that new-construction MPRs would be applied to such loans. This came as a shock. Three months ago they applied to FHA headquarters in Washington for a clarification of the local interpretation, hoping it was not so.

### After 4 years: Cleveland builders set on 220 project

After four years of well-advertised planning, Private Enterprise Redevelopment Corp., composed of 25 members of the Cleveland Home Builders Assn., was finally ready to begin its first urban redevelopment project.

FHA gave PERC a Sec. 220 commitment for \$568,000—85% of the estimated \$666,000 cost of building six two-story apartments (66 units) on 2.3 acres amid a slum area being acquired and cleared by the city. PERC bought its site four years ago from the Catholic diocese. It holds three brick buildings formerly used by a hospital. They will be demolished.

Rents will range from \$77.50 to \$82.50 a month for one-bedroom apartments, \$88 to \$92.50 for two-bedroom units. The Cleveland 220 commitment is only the third in the 17 months the law has been in effect. But FHA officials say more should be approved soon in Philadelphia and Jersey City.



# Chicago loses a pioneer in its war on blight

Julia Abrahamson, head of Hyde Park-Kenwood Community Conference, leaves as her six-year battle hangs in the balance

One of the nation's foremost pioneers in a vital phase of urban renewal is giving up her post.

The resignation of mild, trim, Julia Abrahamson as executive director of Chicago's Hyde Park-Kenwood Community Conference has nothing to do with winning or losing her six-year battle to keep that middle-aged and graceful neighborhood from becoming a slum as its racial composition veers toward Negro. That battle still hangs in the balance. The reason is that her husband, Harry Abrahamson, president of Celo Laboratories, has to move to be near the company's new plant at Burnsville, N.C.



ABRAHAMSON

The neighborhood conservation movement in Chicago—and probably in the nation—dates from one night in Sept. 1949 when eight members of the 57th St. meeting of Friends met in the little apartment of the Abrahamsons. She was co-chairman of the society's social order committee.

## Threat of slums

"Let's be really practical," she urged. "Instead of getting off into international relations somewhere, why don't we try to do something here in our own neighborhood?" There was much to do. The area was undergoing the convulsions of racial change, increasing density, continued physical neglect. The neighborhood—and behind it the University of Chicago's Gothic midway—stood to be engulfed by the spreading slums.

From the first meeting in the Abraham-

son apartment, the Community Conference evolved. Today it operates on a budget of \$58,000 a year, has a full-time staff of seven and some 7,000 community residents (total population: 72,000) who cooperate in one or more of its activities. Block captains patrol 344 of the area's 390 blocks for building and zoning violations or other slum-breeding conditions. Its committees are a vital force in Chicago's many-sided attack on slums. Twenty lawyers, for example, donate their time to provide the conference with one of the best legal panels obtainable anywhere.

The conference is essentially a grass roots organization. It depends for effectiveness directly on local residents and property owners and their powers through the democratic process. True to Julia Abrahamson's Quaker philosophy, its only club is persuasion.

Confronted with a recalcitrant slum owner, Mrs. Abrahamson's approach is not: "You had better reform." It is: "How can we share this problem with you?"

Poised behind this mild manner is the bludgeon force of the South East Chicago Commission and its thundering executive director, Julian Levi. The commission, representing the prestige and financial resources of the University of Chicago, supplements at top levels the grass roots work of the conference. If a slum owner refuses to "share" his problems with the conference, he may be clubbed into line with the legal and financial might of the commission.

How nearly have these two pioneers in the field of urban conservation reached their goal of making Hyde Park and Kenwood a stable community of high standards of housing, schools, recreation, parking and shopping?

1. Physical conversion of apartments into cell-like slum units to be crowded with low-

income (usually Negro) families has been stopped cold. This is due largely to a) the vigilance of the conference's block captains at reporting remodeling not in conformity with city building permits and, b) the vastly more effective legal machinery for stopping such conversions.

But conversion by use—moving three or four families into one apartment—has not stopped.

"This is a more difficult thing to control," Mrs. Abrahamson reports, "because it is hard to find physical evidence of the change. Seldom are all the tenants at home when an inspector calls. To combat this, the building department is about to launch upon a program of night inspections. And the city is perfecting a housing code to strengthen the law at this point."

2. To rid the neighborhood of the already converted buildings, the South East Chicago Commission recently has persuaded city officials to begin a series of receivership cases. The buildings are put into the hands of a court receiver who is directed by court to apply all income to correcting deficiencies. It remains to be seen how many of these buildings can be fixed, how many the receiver will recommend be torn down.

3. Eight new school buildings are built or building in the area. These will end overcrowded elementary schools. They will leave unsolved the problem of the area's secondary school, Hyde Park High. Heavy Negro enrollment there is still sending some white families to the suburbs. No official figures on Negro enrollment are available, but it has been estimated that between 40 and 50% of Hyde Park students are now Negro. One father complained that in a freshman class of 24, his daughter was one of three whites.

There are moves to attack this problem. One of the most dramatic is a proposal that the University of Chicago vastly expand its Laboratory High School, while cutting tuition in half.

*continued on p. 92*

Photos: LIFE, Fritz Goro



**Burned out house** (center) stood in this condition for years only half a block from the University of Chicago campus. A pigeon roost and eyesore, it was so enmeshed in red tape it took Julian Levi a year and a half to get it demolished. Such wedges of blight hasten Hyde Park's transition to Negro occupancy. Reason: white buyers shy away from homes near the gutted building; Negroes do not.



**What Hyde Park faces** is typified by this dreary row of apartment houses on 55th St. They may have been beautiful when they were built during the Columbian Exposition in 1893, but today few people but transients will live in them or where they have to look at them. Stores at street level are too small for anything but hole-in-the-wall firms. Such ugliness and outmoded plan blights everything in sight.



So easy to care for...saves up to 50% on maintenance costs!



Despite constant exposure to heavy traffic and accidentally spilled food, the Terraflex floor in the Sperry Gyroscope Co. cafeteria at Lake Success, L. I., shows no sign of wear ... still looks fresh and colorful.



More than a million people use the Miami Terminal of Eastern Airlines each year. After several years of service, Terraflex has proved its durability ... still looks colorfully new ... has cut maintenance time and costs.

## Johns-Manville **TERRAFLEX** Vinyl Asbestos tile flooring ... beautiful, colorful, incredibly durable!

**A**CTUAL ON-THE-JOB FIGURES show that Johns-Manville Terraflex® floor maintenance expense is reduced as much as 50%, when compared to the next most economically maintained resilient type flooring.

A quick damp mopping usually keeps Terraflex clean and bright ... its nonporous surface requires no hard scrubbing ... frequent waxing is eliminated. Despite heavy traffic service ... spilled liquids and foods ... abusive treatment,

Terraflex retains its sparkling, new appearance.

J-M Terraflex vinyl asbestos tile, available in 17 attractive marbleized colors, is the ideal flooring for restaurants, public areas, schools, hospitals ... wherever reliable floor service, long-wearing beauty and maintenance economy must be combined.

For complete information about Terraflex vinyl asbestos floor tile, write Johns-Manville, Box 158, New York 16, N. Y.

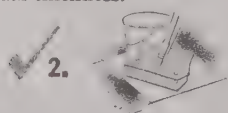
See "MEET THE PRESS" on NBC-TV, sponsored on alternate Sundays by Johns-Manville

*Check these special TERRAFLEX advantages*



1. *Lasts Longer*

Made of vinyl and asbestos, Terraflex will outwear any other type of resilient flooring of equal thickness.



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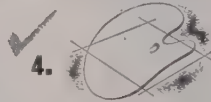


*Easy to Clean*

Dirt can't penetrate Terraflex's nonporous surface. A swish of a damp mop keeps it shining bright.

*Maximum Service*

Terraflex defies kitchen oils and greases ... strong soaps will not dull its lustre.



4.

*Wide Color Range*

Terraflex comes in 17 marbleized colors that go all the way through the tile—won't wear off or wash out.



5.

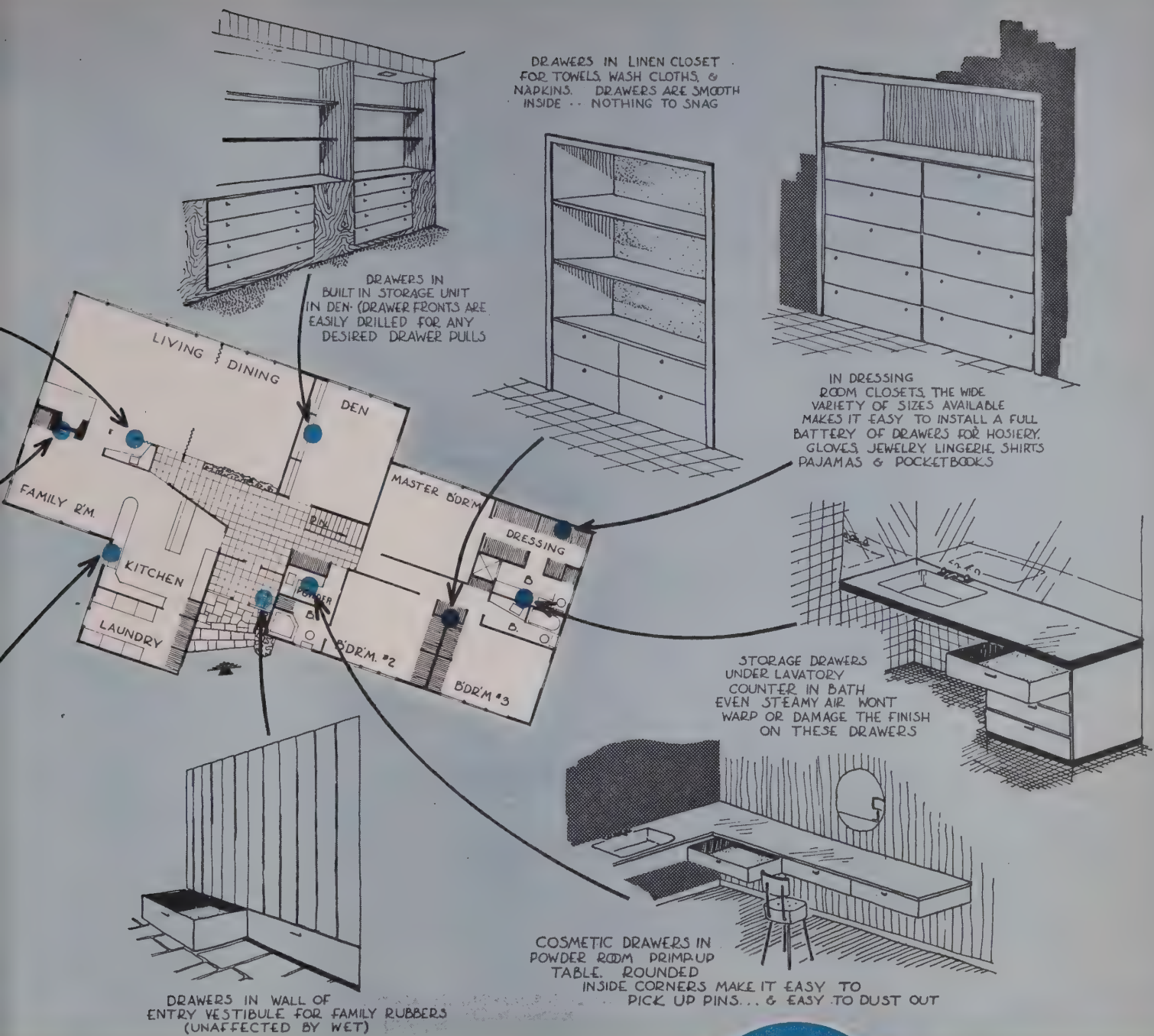
*Greater Resilience*

Terraflex is flexible, provides comfort and quiet underfoot ... resists indentation.



**Johns-Manville**





## drawers made of....

variety of sizes with permanently attractive black finish. Other decorative effects on drawer fronts can be obtained on special order.

Your own imagination is the only limit to the number of sales-appealing ways you can put these drawers to work for you. The illustration suggests a few advantageous locations from cosmetic drawers in powder rooms to drawers for built-in storage walls. Send the coupon today for further information and names of manufacturers.



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A Division of Union Carbide and Carbon Corporation  
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Please send me information on variety of sizes of drawers molded of BAKELITE Brand Phenolic Plastics and names of manufacturers who can supply them.

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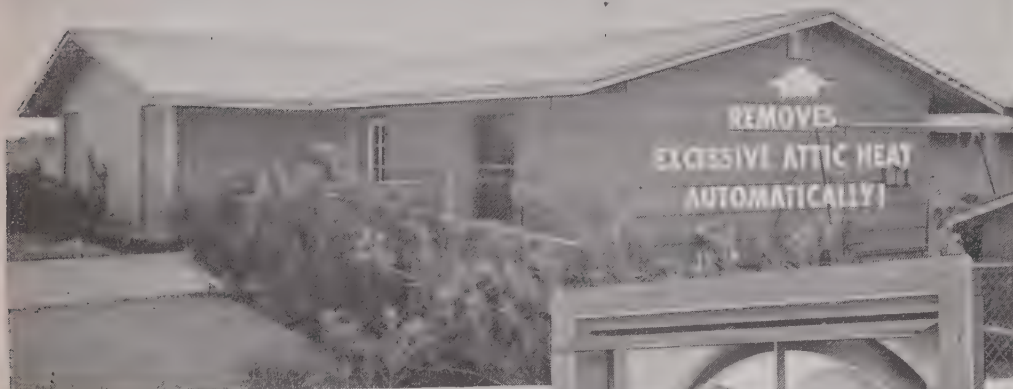


continued from p. 83

**Builder B. N. HOLMAN**  
of Austin, Texas says:



## // WE CUT AIR CONDITIONING COSTS THIS EASY, LOGICAL WAY! //



*A Robbins & Myers Automatic Attic Exhaust Fan enabled this Austin home buyer to enclose his carport, without adding to his air conditioning capacity.*

Mr. Holman says: "Thirty days of 100 degree weather gave this new home a severe heat load test. It was further complicated by the fact that the owner enclosed his 2-car carport, adding nearly 30% to our original calculations. In my opinion, the automatic attic exhaust fan is responsible for keeping him out of trouble." Mr. Holman estimates that the thermostatically controlled attic exhaust fan will reduce operating time of central air conditioning by an hour and a half to 2 hours daily in the Austin, Texas climate.

Use this fan to make air conditioning a better sales closer! Thermostatically controlled fan starts when attic temperatures reach 95°, shuts off at 90°. Specially balanced louvers lift automatically. Fan is easily installed in a 21¼" square opening. Fan, mounting flange, louvers and thermostat complete, sell for \$78.00 retail. Also available without louvers (for vertical discharge) \$64.00 retail, with thermostat. Mail the coupon for full details about this new money-saving fan!



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4. Street lighting, cleaning and maintenance has so greatly improved that it is no longer considered a community liability.

5. Crime, for years on the increase, last year turned down.

6. Two urban renewal projects are in the demolition stage. Others are on drafting boards. Thus the neighborhood is for the first time moving to the point where residents can see physical evidence of new building, the most important single factor in any community's faith in its future.

7. The Hyde Park-Kenwood Conference, after seven years, is still growing. This year's \$58,000 budget is \$17,000 more than last year's. And the 344 blocks patrolled by captains today compares to only 241 a year ago.

One of the key aims of the Community Conference is to establish a stable inter-racial community. Julia Abrahamson believes this means stabilizing the Negro population at some point under 50% of the total. (Whites, being more free to move, will not remain in a minority position, she thinks.) Six years ago, the area was 9% Negro. Today it is between 20 and 30% Negro.

Mrs. Abrahamson thinks this is a measure of the success of the struggle thus far. Hyde Park-Kenwood has retained an acceptable balance of population, while neighboring areas on two sides have become almost solidly black.

### 'LIVE BETTER ELECTRICALLY'

#### High voltage campaign starts to boost sales

The biggest promotional push ever developed by the electrical industry is gathering national momentum.

Immediate aim: to organize a comprehensive effort by all segments of the electrical industry—plus builders, lenders and architects—to sell the home owner on more electrification.

#### Quiet sponsor

Major program so far is the "Live Better Electrically" campaign. General Electric set it up, but is keeping out of sight so as not to scare off cooperation. Results have been good. More than 100 utility companies in 77 cities have joined. One reason: GE hopes its drive will help boost average electric consumption by householders from today's 2,200 kwh per year to 4,500 by 1960.

The campaign is run on an informal basis as this sort of thing can be run, with individual utility companies promoting it in their own areas. One spokesman defines LBE as "a free-wheeling, loose confederacy sort of thing. . . ." But this does not mean it is not organized. Heavy advertising in trade and consumer magazines, booths, badges, TV shows and special films are in the works.

It is difficult to put the industry's drive in dollars. The Natl. Electrical Contractors Assn. estimates that adding in efforts like the Edison Electric Institute's "Operation Housepower" and other adequate-wiring drives the promotion bill for '56 may amount to \$8.7 million. "Live Better—Electrically", which is scheduled to run for at least five years, may account for about half this year's total.

The electric industry had a boom year in '55.



Residential sales were 120.5 billion kwh, up 11.1% over 1954, according to the Edison Electric Institute. But it is indicative that the annual rate of increase in customers during the past ten years (up a total 55%) was greatest in the first half of the decade. About 98% of homes in the nation now have electricity. The industry is not going to grow the way it wants to by supplying only new homes. Its aim is to persuade present home owners that they must increase their use of electricity.

One of the obstacles that the industry will have to overcome is insufficient wiring in these homes. Some experts think the industry may be approaching the saturation point for sales of appliances, because so few homes are wired to accommodate any more. That, of course, is where GE comes in. It is estimated that more than 20 million American homes have obsolete wiring systems. New York's Consolidated Edison Co. found in 1954 that 78% of 8,000 houses in its market area were inadequately wired for their present load.

#### Is there enough labor?

It will take a lot of labor to fix up the houses that need fixing. NECA figures that each of the 20 million substandard homes will need \$250 worth of electrical modernization, or a total \$5 billion. This is \$1 billion more than last year's total volume of electrical contracting business of all kinds. "Suppose all of this home modernization work would have to be done in one year," speculates NECA. "It would require more than doubling the number of journeymen electricians overnight and would require 1,250 new electrical contracting organizations in order to maintain existing relationships in the industry."

The electrical industry does not say that the job has to be done in one year. It has merely pushed off the biggest drive in its history—to last as long as needed.

#### Court overrules Jersey officials who banned prefab

The appellate division of New Jersey's superior court has held unanimously that municipal authorities have no power to ban erection of prefabs, provided they measure up to safety factors equal to those set by local codes.

The ruckus arose when Wall Township's (Monmouth County) building inspector refused to issue a building permit for a Gunnison prefab on the ground that plywood construction was dangerous.

Affirming the trial court's ruling, Judge Alfred C. Clapp held that even though the Gunnison prefab did not comply with Wall township's building code, it involved "strengths of materials and modes of construction" just as "adequate" as the prescribed standards. He dismissed the township's contention that even so, "the courts should not invalidate building regulations governing certain structural devices merely because other devices are equally safe." Wrote the judge: "... The law does not resolve the matter in that fashion. It may declare (as was declared by the trial court here), that the regulations will stand, except to the extent that they prohibit the latter devices; to that extent, they are invalidated."

NEWS continued on p. 97

# SUN VALLEY JR's LOW COST

*Can Put Aluminum Sliding  
Glass Doors In Every Home  
You BUILD!*



Sun Valley Jr. is the first really low priced aluminum sliding glass door with positive structural design and all the "talked-about-features" of higher priced doors. Built specifically for economy budgets and multiple home installations... making it practical for every home you build.

Slim and trim rugged extruded aluminum provides a greater expanse of glass creating Sun Valley's "Outward Vision" that transforms outdoor splendor into comfortable indoor living.

#### *The Door to Eye*

Sun Valley Jr. comes K.D. for easy glazing on the bench or job. Installation is quick... saving time and reducing costs. Sun Valley's national distribution network assures you prompt and effective service... eliminating costly delays.

Jr. doors are 6'-8 1/4" high... 2 panel for door width openings of 6', 8', 10' and 12'. Accommodates 3/16" and 7/32" crystal or 1/4" plate.

#### *Plus...*

... fully weatherstripped with extruded neoprene and mohair pile  
... glides silently, effortlessly on sealed ball bearing rollers  
... satin finish on all doors. (Extra charge if alumilting required.)

#### *Quantity Discounts Available*

Make Sun Valley Jr. aluminum sliding glass doors a sales opener for your homes. Write now for complete product and cost information... and name of nearest distributor.

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# The New P & H Cody

One of many Harnischfeger Homes for '56



The Cody—3 Bedrooms, 936 sq. ft., full basement (carport suggested)

## Easier to Finance, Easier to Sell



### More Space

The Harnischfeger P & H Homes are larger—so rooms are bigger, there's more living and storage space. This master bedroom, for instance, has plenty of space for twin beds plus other bedroom furniture. There's a full wall closet, too.



### Better Planning

Plenty of counter space, cabinet space, working space and dining space make P & H kitchens really salable—to buyers and lenders. There's direct access to bathroom from kitchen and bedrooms.



### More Luxury

Step-saving, luxury-living features like this optional pass-through opening between kitchen and dining area raise P & H loan value, living value.

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WHY...**

Build the new Harnischfeger P & H Homes, and you can forget about two of a builder's biggest problems: selling and financing. Builders, buyers and lenders have long recognized the quality, construction, design and lasting resale value of Harnischfeger Homes. And, judging by their early 1956 Open Houses our Dealer-Builders expect their biggest sales ever. Increase your own sales and profits—with less risk and investment. Build Harnischfeger P & H Homes. Write about a franchise now.

Harnischfeger P & H Homes range in size from 832 sq. ft. to 1,040 sq. ft., and are available in slab, crawl space or basement models. Most models are available with or without attached garages. They're designed to out-sell any other homes in the \$8,000 to \$18,000 price class.

**HARNISCHFEGGER HOMES, Inc.**

506 Spring Street, Port Washington, Wisconsin—Phone 611





## PEOPLE: William Ulman resigns as asst. HHF Administrator to go into politics; Bynum named Carrier president

**William A. Ulman**, 48, for the last two years asst. HHF Administrator for public affairs, is leaving to go into politics.

Republican Ulman, former free-lance magazine writer and film director, got into housing when HHF Administrator **Albert M. Cole**, read and liked some of his writing. His first job was to help write the President's housing policy advisory committee report in 1954.

**CORPORATE CHANGES:** **William Bynum**, 53, moved up from executive vice president to president of Carrier Corp., nation's biggest maker of air conditioning. **Cloud Wampler**, 60, who has been president and chairman since 1952, remains as chairman and chief executive officer. Bynum, who joined Carrier in 1930 as an engineering trainee, became general sales manager in 1948, vice president a year later and executive vice president in 1951. Carrier announced it will spend \$12 million this year to expand its Syracuse, N.Y. operation.

**Donald L. Rheem** advanced from executive vice president to board chairman of Rheem Manufacturing Co.

## Tom Coogan named president of National Housing Center

NAHB's top brass gathered in Miami for a meeting of the National Housing Center's board of directors (as NAHB President **Joe Haverstick** told local newsmen, Miami was logical because three of the seven directors were vacationing there). Outcome: former NAHB president **Thomas P. Coogan** was elected chairman of the new \$2½ million housing center, succeeding Prefabber **Hamilton Crawford**. Ex-NAHB President **R. G. Hughes** was elected vice chairman. The housing center in Washington is a wholly-owned NAHB subsidiary. But it has—so Coogan has said—much autonomy.

News-Ad Photography



COOGAN

**Otto Hartwig**, 56, for 15 years executive officer of the Long Island Home Builders' Institute (NAHB's third largest chapter), resigned—"for health reasons," it was announced. His successor, **Robert S. Hunt**, 36, will retain the title he has had for the last year: executive secretary. (Hartwig was executive vice president.) Hunt was an Army quartermaster major during World War II, spent the next ten years as executive secretary of the Carolina Lumber & Building Supply Assn. and executive secretary of the North Carolina Assn. of Plumbing & Heating Contractors.

**Clyde L. Powell**, ousted head of FHA's rental housing division, denied evading federal income taxes from 1945 through 1948 and appealed government claims to the US Tax Court. The Internal Revenue Service says Powell owes \$79,913 in back taxes, plus \$40,055 in fraud penalties and \$11,044 in penalties for "substantial understatement" of taxes and failure to file estimates of income. Powell now lives in Coral Gables, Fla.

## Builder John Bonforte writes scholarly book on philosophy

Home builder **John Bonforte** of Colorado Springs, who built 260 homes and 26 apartment units last year, has written a book called "The Philosophy of Epictetus." Bonforte confesses in the preface that he knows not a word of Greek. He has been able to present 150 pages of the Phrygian slave's philosophy (Epictetus was born about 50 years after Christ) by culling and annotating previous translations. "My only excuse for offering this version," he writes, "is to give the present-day, hurried reader an opportunity of reading the philosophy of Epictetus with a minimum of effort." (Bonforte agreed to purchase 600 of the 2,500 copies published by the Philosophical Library. Sales have been small.)

Bonforte applies a philosophy of his own to home building. His principal objective now is to put an ideal community in Pueblo, Colo. (where offices of the Bonforte Construction Co. are). He owns 2,900 acres there and has already started toward his goal—850 homes have been built. But the community buildings came first. "Instead of building the homes first," says Bonforte, "and then letting churches and schools find their own way afterwards, we plan these community things first, build the houses afterwards." A grade school, community center and the largest swimming pool in southern Colorado were the first things planned in Bonforte's development. (cf. Chapter XXV, "The Philosophy of Epictetus"; NO LIVING BEING IS HELD BY ANYTHING, SO STRONGLY AS BY ITS OWN NEEDS.)

How did Bonforte get interested in Epictetus? "Because a lot of unpleasant things happened to me in World War I," he says. (In World War II he was chief of construction for air bases with the engineers.) But in World War I Bonforte served two years as a buck private in France, Germany and Poland. At one point in France he was anxious to go up to the front, but had been ordered to stay in the rear. Bonforte was 18. He disobeyed the order, was picked up trying to get to the front, court martialed and thrown in the stockade.

This chafing experience combined with war in general made him "hungry for information" when he returned to the states. The

H. B. Nicholson



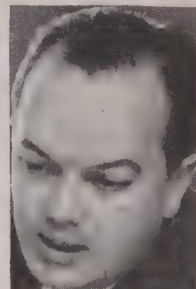
BONFORTE

first book he picked up was H. G. Wells' "Outline of History." This got him started on philosophy. "I became interested in Epictetus and kept reading about him for years and years," he says. "Finally, I felt somebody should write down his philosophy. I knew no one ever would, so I decided to do it myself."

## William Demarest named to NAHB research post

**William Demarest**, AIA's modular coordinator since 1950 (before that, although not a registered architect, he was with **Harri-son & Abramovitz** in New York), took a job in NAHB's Washington office April 1. He is an assistant to **Ralph Johnson** in NAHB's construction department and research institute. (The others: **Richard Canavan** and **Gordon Hazell**.) For Demarest, who worked closely with NAHB research men in his AIA job, the move was pretty much within the family. But his new job will probably involve more than specialization in modular coordination.

Robert H. Johnson



DEMAREST

## Connecticut realtor named to sell two atomic towns

**Lee Andrews**, a chubby, graying real estate man in a gray flannel suit, last month took over the nation's most unique real estate job: selling the government's two atomic energy towns (Oak Ridge, Tenn., and Richland, Wash.) to private owners.

Reni



ANDREWS

Andrews, for the last 25 years head of a thriving real estate firm in Greenwich, Conn., will work for the government for \$11,600 a year. He signed up for an indefinite stay, thinks it may take two years to organize a complete sales staff, work out sales methods and sell

about 10,000 homes, hundreds of commercial buildings and vacant lots in the two towns. His title should bring a chuckle to students of the lingo of housing bureaucracy: director of the Community Disposition Program. He reports to HHF Administrator **Albert M. Cole**.

Andrews served five terms as president of the Greenwich Real Estate Board. He is a former president of the Connecticut Real Estate Board and a vice president of NAREB. He was secretary of the Greenwich Town Plan Commission for seven terms.

His new job will be pure trail-blazing. Congress last year authorized the Atomic Energy Commission to sell Oak Ridge and Richland, which cost the government \$201 million when built in 1943. Congress designated HHFA to handle the sales job, but left the AEC looking over its shoulder with the right to determine priorities among purchasers. FHA hopes to finish appraising the towns by May 1.

continued on p. 100



**LATH and**

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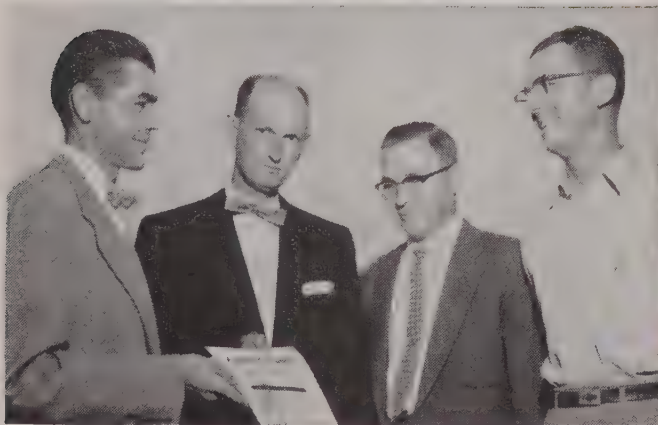
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# This 1907 Building

## TOMORROW!

This modernized structure was actually erected in 1907—one of the first multi-story buildings in Oklahoma City. Strategically located, it was selected as the headquarters of the Bankers Service Life Insurance Company and remodeled. Lath-and plaster was used throughout.

The pictures tell much of the story. Joe C. Scott, President of the Bankers Service Life Insurance Company, tells the rest of it in these words:

**"It has been interesting to see how new developments in lath and plaster have helped in giving our building the modern touch..."**

**"Our personnel are delighted with the quiet, restful surroundings provided by acoustical plaster..."**

**"This structure, with its strategic use of lath and plaster, was accorded the lowest possible insurance rate."**

All ceilings were suspended, and finished with acoustical plaster, machine applied. Partitions were constructed of open steel studs, lathed and plastered.

### **ARCHITECT:**

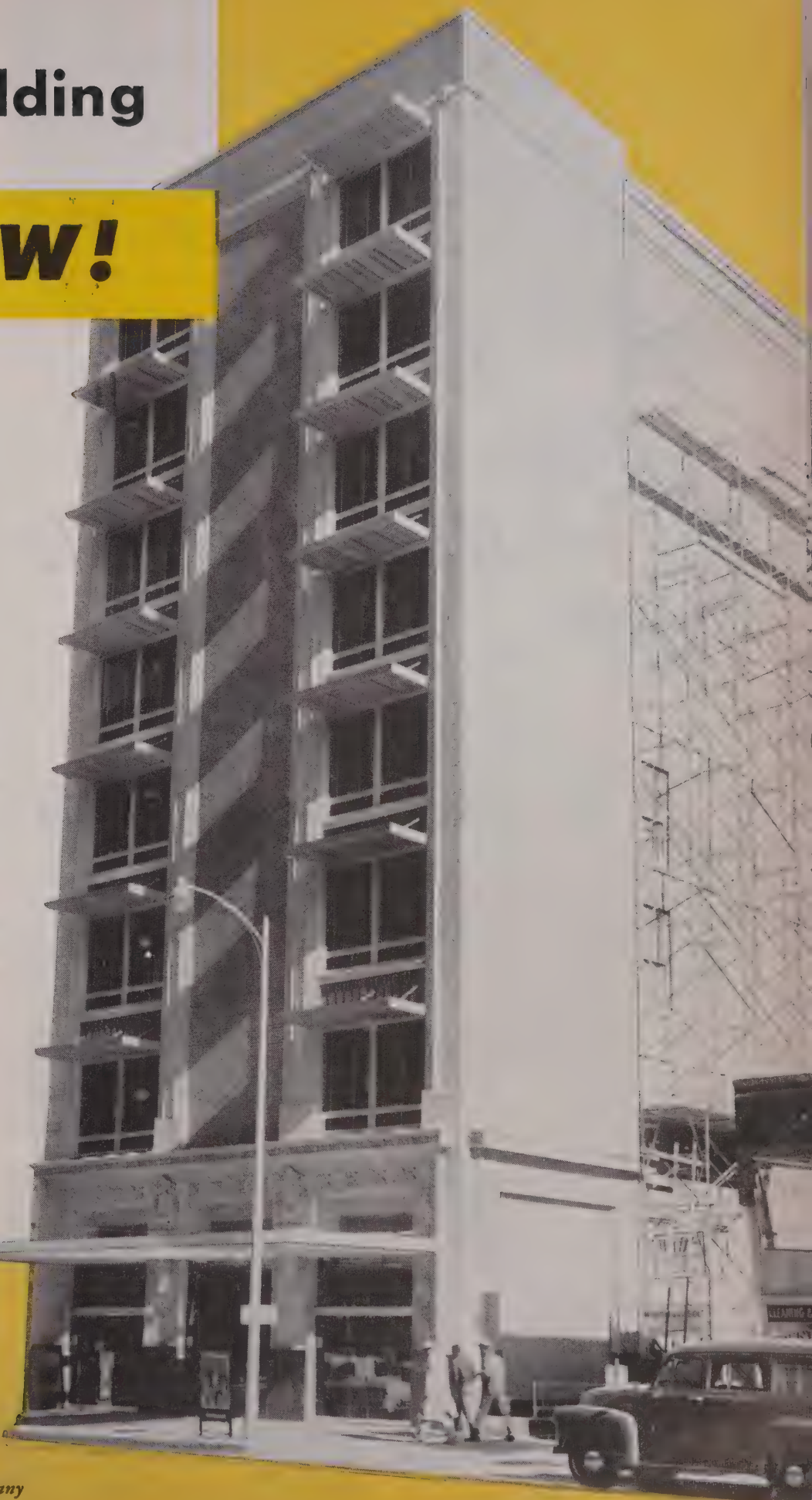
*Coston, Frankfurt & Short  
Oklahoma City, Oklahoma*

### **GENERAL CONTRACTOR:**

*Smiser Construction Company  
Oklahoma City, Oklahoma*

### **PLASTERING CONTRACTOR:**

*R. G. Maidt & Son Plastering Company  
Oklahoma City, Oklahoma*



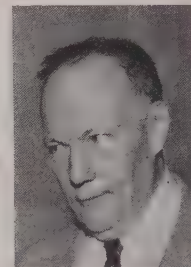


continued from p. 97

Then Andrews can start selling. Some vital statistics:

	Oak Ridge	Rich-land
Estimated property value	\$44,000,000	\$45,500,000
Population .....	32,500	28,000
Single and duplex houses	5,302	4,804
Land parcels .....	8,000	300
Apartment units .....	2,072	.....
Commercial and industrial properties .....	550	186

**DIED: F. Stuart Fitzpatrick**, 64, for 25 years manager of the US Chamber of Commerce's construction and civic development department and longtime power-behind-the-Washington-scene in housing. He succumbed, March 2 in Washington, to a stroke following a long illness with an inner-ear infection.



FITZPATRICK

Fitz—as hundreds of men in all corners of housing called him—was influential more by force of his personality than his position, although that, too, was a key spot. He was a gravely deliberate man, an able speaker with a gift for telling Irish or Gaelic stories, a moderate conservative who liked to fight only where some chance of success was visible. His big talent was nudging building toward talking with a united voice—particularly before organizations like NAREB, NAHB, or NRLD were to testify to Congress on pending legislation. One of his enduring contributions to better liaison inside the much-compartmentalized building industry is Washington's weekly construction luncheon, which he with help from NAHB's **Frank Cortright** and **Douglas Whitlock** of the Structural Clay Products Institute organized in 1946. The lunch—a Friday affair in a private dining room at the Statler Hotel—remains virtually the only regular common meeting ground for all the building and housing trade groups in the capital, government officials, consultants and building trade newsmen. Typically, this year he was serving as chairman of Operation Home Improvement, after having helped to get it started. Fitzpatrick's successor: **James F. Steiner**, asst. manager of the department since 1953.

**OTHER DEATHS:** **Arthur G. Erdman**, 65, retired president of the Bell Savings & Loan Assn., a founder of the Natl. Savings & Loan League, vice president and director of the Federal Home Loan Bank of Chicago, Feb. 17 in Coral Gables, Fla.; **Edward A. Dickson**, 76, president of the Western Federal Savings & Loan Assn. of Los Angeles, civic leader and chairman of the University of California board of Regents, Feb. 22 in Los Angeles; **James Emlyn Jones**, 48, vice president of the Frederick W. Berens real estate firm of Washington, Feb. 25 in Tucson, Ariz.; **Walter G. Leininger**, 73, president of the Commonwealth Improvement Co and Leininger Construction Co., Feb. 24 in Oak Park, Chicago; contractor **Edwin L. Markel**, 72, Feb. 28 in New Orleans; Realtor **Edward P. Huston**, 83, president of Elliott & Huston Inc. and board chairman of the Fort Sutter Savings & Loan Assn., Feb. 28 in Sacramento, Calif.; **Harvey M. Hall**, 78, builder and real estate developer, Feb. 28 in New York.

## *Crestline's exclusive Alumaflex weatherstrip compensates for climate... simplifies operation!*

Applied to the jamb, the patented Alumaflex has no springs nor screws to adjust. It keeps out drafts and dust while allowing effortless operation. This distinctively styled strip hugs the sash to provide a weathertight seal despite any dimensional changes. The parting stop acts as a fulcrum and weather barrier.

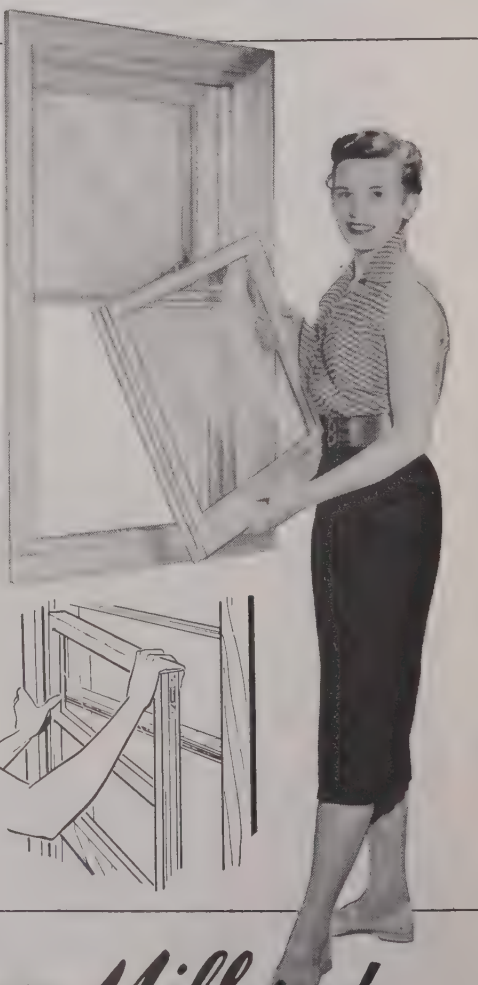
# *Crestline removable window units*

## *more appeal and value for your homes!*

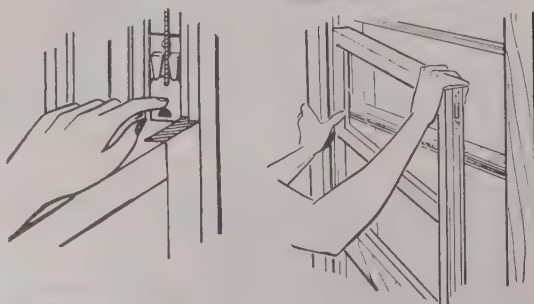
CRESTLINE's superior quality double-hung windows help clinch the sale. Both sash remove easily, yet are fully counter-balanced—a strong selling point to home owners.

Only CRESTLINE has the famous Alumaflex weatherstrip—the secret of smooth performance and snug fit. Flat overhead balances feature stainless steel cables for smooth operation. CRESTLINE removable units are complete with weatherstripping and balances applied.

CRESTLINE units install simply in walls of any thickness and are certain to give you greater loan values on your homes.



Release balance by setting sash engager clip in jamb, then squeeze sash gently to left and roll out.



In Sweet's Architectural and Light Construction Catalogs

# *Crestline Millwork*

See your dealer, or write THE SILCREST COMPANY, Dept. H., Wausau, Wisconsin

Stacking Awning Units, Slideby Removable Windows, Casements, Louver, Panel and Sash, Garage and Solid Core Doors, Aluminum Combination Doors, Packaged Trim, and others.



## First home shows for '56 attract big crowds

The season's first home shows and parades produced more ideas, lots of spectators and a pair of contests. Items:

► **Seattle's** 1,900 sq. ft. model home (designed by Architect **James R. Stuart**) was placed diagonally on a large, fenced lot to show prospective home buyers how much outdoor living they might get in an inside location.

► The **Indianapolis Home Show** design contest attracted 177 entries. Top prize went to a team of young architects (**Russell Glueck** of Niles, Ill. and **John F. Schnobrick** of Chicago) for a simple, rectangular home with detached garage. It will be built and exhibited at next year's show. Contest regulations were unusual: the home had to be suitable for a family of six, including a father who is an engineer with a liking for ham radio, a mother who writes for shelter magazines, three boys and a girl.

► **St. Petersburg's** parade attracted a record crowd of more than 100,000 at five big circus tents and a model home village. "We found the public ready for extra features," said one exhibiting builder, "and ready to pay for them. This will be one of the cumulative effects of the show."

► The "Idea Home" at the **Detroit Home Show** was fully sound-conditioned this year for the first time as well as air-conditioned.

► Visitors at the **Milwaukee** show saw "The House That Grows As Your Family Grows," a preassembled parts-house manufactured by **Unit Structures Inc.** in Peshtigo, Wis. (see photo). Basic unit is a two-bedroom ranch-type structure. Two more bedrooms can be added, plus single or double garage or carport and covered patios. Bath and powder room are grouped in an interior core. Basic unit sells for \$1,000.

► **Atlanta** put a new twist to its "100 Years of Homemaking" show by giving spectators a step-by-step explanation of how to go about getting a home—from lot acquisition to the last paint stroke.

► **St. Louis** gave prizes totaling \$750 to architecture students at Washington University who designed 13 model homes—each adaptable to three sites and buildable as a one-story, split-level or two-story house. Scale models of the winners formed a spotlighted display. More than 100,000 people saw the 100-exhibit home show.



\$45,000 SPECULATIVE HOUSE ON TWO ACRES AT NEW CANAAN, CONN.

## Philip Johnson's first builder house sold

Architect **Philip Johnson's** first builder house (see photo) was sold in January for \$45,000 plus agent's commission. The three-bedroom, two-bath home in New Canaan, Conn.—a center of modern architecture among the ranchburger styles that mark most New York City suburbs—was on the market for seven months. It is a flat-roofed, L-shaped building (1,800 sq. ft. plus a 400 sq. ft. terrace) with garage and storage space placed at a corner of the long side, has a partial basement and kitchen skylight. **Robert Wiley**, financial consultant and close associate of the architect, arranged for the house to be built on two acres of land on Sleepy Hollow Road. Wiley lives at the end of the road in a big Johnson-designed home and owns the land on both sides. The new Johnson house is the first of what Wiley hopes will be an "ambiance of contemporary architecture" leading up to his house. Builder: **Varian Construction Co.** of New Canaan.

## Long Island builders to hold month-long sales campaign

Long Island (N.Y.) home builders have decided the way to sustain their sales market is to entice more industry to the outer reaches of the island. So this month they will start a month-long cooperative promotion with the theme: "Live, Work and Play on Long Island." Explains President **A. S. "Tony" Zummo** of the **L.I. Home Builders Institute**: "We are running out of land to build homes where it is economically feasible to commute to New York City."

The celebration, tied in with the institute's 15th anniversary, includes an all-day community planning symposium with some 300 public officials, three home buyers' courses

for the public, the institute's annual conference and issuance of the institute's annual "Catalogue of Homes" listing the newest offerings of the institute's 1,200 members.

## LA builders plan housing center bigger than NAHB's

Los Angeles home builders are planning a housing center twice as big as NAHB's new center in Washington, D. C.

The **Building Contractors Assn. of California**, an NAHB-affiliate, has asked the city planning commission to re-zone a site along the Hollywood Freeway for a \$5 million, office and exhibit hall. Plans by Architect **John C. Lindsay** call for an elliptical 13-story exhibit tower with an all-glass elevator.

## House 'supermarket' started to spur sales in Wisconsin

**Towne Realty Co.** Wisconsin's largest home building firm, has adopted a variation of the parade of homes idea as a permanent sales tool. Opening a new 160-acre, 485-lot subdivision in Waukesha, Towne put up 20 models of its own conventionally-built homes (\$13,995 to \$21,000), added **Harnischfeger** and **US Steel** prefabs plus a panelized model built by **Don T. Allen Associates**. Towne President **Joseph Zilber** calls it a housing "supermarket."

## Big builders still big in early '56

There seemed to be no cutback in plans for more big subdivisions at the start of the year. Items:

► Chicago's vacant suburban acreage was fast being filled with homes. **Midland Enterprises** has started on the first 90 houses in a proposed \$5 million development (350 homes) in suburban Villa Park. The company will put in water mains, sewers and streets. **F&S Construction** (fifth biggest builder in the nation) started work on the second section of a proposed 1,350 homes in Schaumburg township. F&S wants to have between 800 and 1,000 brick veneer and frame houses up by the end of the year. Two grade schools are planned. **Fidelity Development Co.**, an affiliate of **Fidelity Builders**, is starting 400 homes in the \$20,000-25,000 bracket on 91 acres.

► First phase of what might end up as the biggest subdivision in the Milwaukee area had opened. **A. M. Deshur** and **Norman Nadler** were at work on the first 776 lots on a 600-

continued on p. 102



MODEL OF EXPANDABLE HOUSE EXHIBITED AT MILWAUKEE HOME SHOW



continued from p. 101

been "overwhelmed" by builders seeking lots.

► One of the last remaining buildable tracts within the city limits of Birmingham was purchased by President **Nelson Weaver** of **Crestdale Development Corp.** from **US Pipe & Foundry Co.** He plans 115 homes on the 53½ acres, plus a shopping center.

► Miami's **Mackle Co.** opened the third section of its huge Westwood Lake project southwest of Miami (3,500 homes planned), also announced lots for sale in Pompano Beach Waterway Estates. The latter is one of the last unsubdivided pieces of land on Route 1 between Miami and Palm Beach. Mackle Co. will sell a 75' x 100' inside lot for as little as \$2,750; an oversize waterfront lot for \$6,800. Twenty miles north of St. Petersburg, **Lake Shore Investment Co., Inc.** was at work on a 500-lot subdivision with frontage on both Lake Tarpon and the Gulf Coast Highway.

### Stockbroker turns land developer in Connecticut

A New York stockbroker whose hobby is architecture has gone into land development—with a unique restriction.

**Gerald M. Loeb** hopes to sell ten 2- and 3-acre home sites in Redding, Conn. to buyers who will "agree to a top architect restriction." If he gets a majority to concur, says Loeb, he will apply the restriction to the entire plot, which lies near 50 acres of rolling land he owns adjacent to his own weekend home there.



LOEB

"If you want your new home to be designed by one of the best architects in the country of your own choosing," said an ad Loeb ran recently in the *New York Times*, "and want it next to neighbors with just as much superior taste, here is a chance of making your dream a reality." Making the dream a reality will require \$3,400 to \$5,000 per site, Loeb added—plus the house.

Loeb, 56, is a partner of E. F. Hutton & Co., members of the New York Stock Exchange. He once thought of architecture as a career, and now serves on the board of overseers of the Graduate School of Architecture and Design at Harvard University. Architects regard him as one of the leading patrons of good design. **Frank Lloyd Wright** once designed a house for him which was exhibited at Manhattan's Museum of Modern Art. It was not built, because Loeb figured it would cost too much.

In his native San Francisco, he lived in a **Bernard Maybeck** house. His house in Redding was designed by **Harwell Hamilton Harris**. Loeb has also been a contributor to *HOUSE & HOME*'s sister magazine, *ARCHITECTURAL FORUM* ("A Layman Looks at Building," Feb. '44).

Loeb is also the author of the best selling "do-it-yourself" book on how to make stock market profits, "The Battle for Investment Survival." His investment philosophy: "Financial safety lies only in doing the right thing. It does not lie in doing nothing or in keeping your money in a storm cellar." Like many a smart builder, Loeb seems to think the right thing now is to get into land development.



A land-drainage installation of perforated Perma-Line pipe on the J. L. Shannon estate near Detroit. Photo Courtesy Superior Tank Company.

## Sewers go in faster with L-M Perma-Line

Perma-Line is a bituminized-fibre general-purpose pipe. Long lengths and tapered drive-on couplings make installation simple and economical. The pipe is light and strong, easy for men to handle.

Joints are leak-proof and don't attract roots. Joints need no cementing or calking. Perma-Line can't rust, doesn't shatter. It lasts as long as the best of other kinds of pipe.

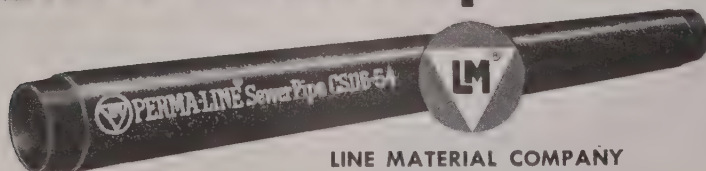
Perma-Line offers marked savings to builders and protection for owners. It's suitable for sewers and drains. The *perforated* type is used for septic tank beds and land drainage. A full line of fittings, couplings, and adapters is available.

Any good bituminized-fibre pipe offers many advantages over older materials. We think L-M Perma-Line has advantages over other brands. Mail the coupon or ask your plumbing distributor to get in touch with us.



Perma-Line is installed quickly. Several 5, 8, or 10-foot lengths can be joined, then laid into the trench and tapped onto the line.

## PERMA-LINE® Pipe



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(a McGraw Electric Company Division)

223

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Please send me full information about Perma-Line pipe and name of nearest distributor.

☐ Architect ☐ Builder ☐ Dealer





here's  
a brand new  
**idea**  
for a  
second bath or  
a remodeled bath  
in a very  
limited space

AllianceWare designers have recognized the need of modern families for a remodeled bath or an extra bath in limited space. At the same time, such a bath must contain all of the basic advantages of a full-size bathroom.

Where this problem exists, the AllianceWare Junior Bathtub shown in the small bathroom illustrated above provides the ideal answer. This bathroom contains the facilities of a full-size bathroom, except that the tub is only 42 inches long instead of the usual 60 inches. The entire bathroom can be installed in a space as small as 30 square feet.

Furthermore, you can select these AllianceWare Junior Bathtubs and other AllianceWare fixtures in matching color combinations of green, pink, grey, tan, blue or ever-popular white, so that these smaller bathrooms will meet any scheme of color decoration.

When your problem is space and cost, the AllianceWare Junior Bathtub is your answer. If interested, we'll gladly send a suggested floor plan for this bathroom.

**ALLIANCEWARE, INC. • Alliance, Ohio**

Bathtubs • Lavatories • Closets • Sinks

Plants in Alliance, Ohio; Colton, California; Kilgore, Texas

**AllianceWare**  
PORCELAIN ON STEEL





UNRETOUCHED PHOTOGRAPH

# CUT PAINTING TIME IN HALF!

## with ARCO Alkyd Ripple Texture Wall Finish

- One coat—no sealer required.
- Covers taped joints with no variation in sheen or color.
- Rolls on easily and quickly.
- Colors coordinated to match or harmonize with Arco gloss and semi-gloss finishes.
- Sold direct—manufacturer to builder or painting contractor. Arco warehouses and experienced representatives in most major cities.



Paints, Lacquers, Varnishes, Protective Coatings

TRADE MARK

TESTED FIRST TO LAST

**FREE  
COLOR  
STYLING  
KIT**



**THE ARCO COMPANY**  
7301 Bessemer Avenue  
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Gentlemen:  
Please send me Arco's new Color Styling Kit complete with 111 professionally styled color schemes and 56 swatches to guide me in color styling and plot development.

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COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

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**LET'S OPEN OUR EYES!  
LET'S OPEN OUR MINDS!**

Sirs:

Our recent experience in Stamford goes a long way toward confirming the sense of your January editorial.

We felt we were getting into the luxury class with our lowest priced model at \$24,500, but we soon discovered that of all the houses sold (44 in two weeks) there were only two at that basic price. The average seems to run from \$3,000 to \$6,000 over the base price.

P. W. NATHAN  
P. William Nathan, Inc.  
South Norwalk, Conn.

### CONCURRENCE

Sirs:

... Excellent!

I can certainly concur that there are a lot of good solid average families and a lot less of the marginal ones than a few years ago. I would like to sell them good products at lower prices with 20 and 25-year financing that will really get them out of debt rather than to peddle them too much on excess credits and no down payments. This phase is going to get us into trouble as we move toward a more competitive and possibly overbuilt market in some areas.

MORTON BODFISH  
Chairman of the Board and President  
First Federal Savings & Loan Assn.  
Chicago, Ill.

### \$14,000 IS TEETERING POINT

Sirs:

In St. Louis builders have been in a state of transition trying to find the winning combination for their home building activities. In doing so they increased house appeal, and also their prices. Without any doubt, they have upgraded their houses.

We believe that the motivation of this trend is the builder's and not the buyer's ... The house should be upgraded but prices should be kept steady by a more concentrated design and economics study.

In our area we feel that \$14,000 is the teetering point for the bulk of our buyers. Without the range below this figure, we think we would have cut our selling potential in half. In addition, our cheaper models can stand \$500 worth of deluxe items without pricing themselves out of the market. Many upgraded houses in this area are standing unsold—it seems the prices are slightly out of reach for the really strong market.

FRED M. KEMP  
Contemporary Homes, Inc.  
St. Louis County, Mo.

### FORTHRIGHT

Sirs:

I am completely sold on the philosophy and forthrightness of the editorial. . . .

A. L. PETERSON  
Structural Clay Products Inst.  
Denver, Colo.

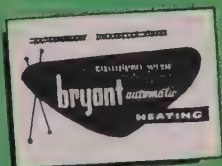
continued on p. 110



# your new homes



## Promotion Materials That Sell for You . . .

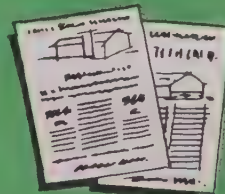


### JOB-SITE SIGNS

Signs that let your prospects know that you have selected the finest in heating and cooling equipment for your homes.

### LOCAL NEWSPAPER ADS

Special ads to tie in with your home openings. Designed to draw the maximum number of prospects.



### PERSONALIZED BROCHURES

Brochures that show your homes, show their locations, and tell your prospects how they are equipped. An excellent sales tool for you.

### ROOM CARDS

Sets of 4 attractive cards to place in each room of your homes. They point out the advantages and benefits of Bryant heating and cooling equipment.



### DIRECT MAIL

Mailing pieces designed especially for builders that you can use in general mailings.

### HANDOUT LITERATURE

Attention-getting literature which tells your prospects that you have equipped your homes with the finest quality equipment made.

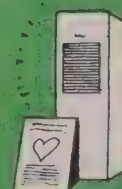


### PUBLICITY PROGRAMS

Complete publicity kit containing stories and product photos which you can turn over to your local newspapers to get publicity.

### FURNACE DISPLAY CARDS

Display cards that sell your Bryant equipment even when your salesmen are busy with prospects.



The above promotion materials are available to you through your Bryant distributor. If you wish, he will assist you in preparing a complete program for the opening of a model home or the announcement of a complete development. This is a service that will help you sell your homes faster.

For complete information on products or promotion materials, contact your Bryant distributor, or write: Bryant, 48 Monument Circle, Indianapolis 4, Indiana.

**bryant**



# DEMAND THIS TRADEMARK!



*Here's why!* **PLYSCORD®**  
IS PLYWOOD SHEATHING  
QUALITY-TESTED\* FOR:

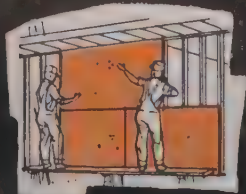
1. Correct veneer grades—inside and out
2. Strength, rigidity and stiffness
3. Dependable glue-line performance

The true quality of plywood sheathing isn't always visible. What's *inside*—glue quality . . . inner-ply quality—is all-important.

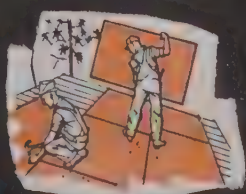
\*PLYSCORD® is quality-tested under established industry procedures, according to published Commercial Standards.

*Insist on DFPA-PLYSCORD® when you buy, specify, or use plywood sheathing!*

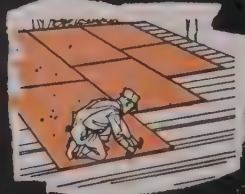
Douglas Fir Plywood Association (DFPA), Tacoma, Wash.—a non-profit industry organization devoted to product research, promotion and quality maintenance.



**PLYSCORD®**  
for wall sheathing



**PLYSCORD®**  
for roof decking



**PLYSCORD®**  
for subflooring

## DANGEROUS AND UNSOUND MYTH

Sirs:

I believe your editorial recreates a very dangerous and unsound myth concerning housing. This is merely a restatement of the old concept of "filtering"—the way to solve the low-income housing problem is to build homes for higher income groups. In order for this process to work it is essential that either prices of homes be falling or incomes be rising faster than house prices. If incomes are not rising faster than prices, people will be unable to better their housing conditions without spending a larger proportion of their incomes on housing. Since it is generally believed that incomes have not risen as rapidly as housing prices, and people are not spending more on housing, it is apparent that building houses for upper income groups can not have been a major factor in raising housing standards.

In the postwar period housing conditions have been improved because American builders saw that the great market for homes was in middle income group. Builders also worked to gain support for a policy of mortgage lending which enabled this great middle-income group to secure loans at reasonable rates. There has probably been less *real* low-income and *real* high-income housing built in America in the postwar period than ever before. Housing standards have been raised because for the first time builders built for the middle-income group.

Builders should learn from this happy experience. Building for the upper income groups and hoping this will lead to a higher standard of living for all housing is generally a vain hope. The housing market is not the sort wherein this type of process operates. People in \$10,000 neighborhoods close to their work do not immediately move across a city (or a country) simply because \$20,000 houses can be obtained for \$16,000—they build a new \$16,000 house in their own neighborhood. All houses are *not* substitutes for each other. Families in different income brackets require different types of homes and therefore should not be expected to absorb someone else's old property which does not meet their needs.

. . . I find your journal an irreplaceable source of information and ideas in my teaching and educational work. You are providing a real service to the building industry in publishing such an outstanding journal. I hope you will welcome this difference of opinion about some very fundamental points.

JAMES GILLIES, *Ass't. Prof.*  
of Urban Land Economics,  
University of California,  
Los Angeles.

## RIGHT REASONING

Sirs:

. . . A masterful job . . . a picture of the future presented clearly as only you can do it. I find nothing wrong with your reasoning. You can send me 35 reprints.



I believe a similar study and editorial on the future supply of money available for mortgage investment would be both interesting and useful. If we attain 2,000,000 starts a year in the 60's, where will the mortgage money come from to finance them?

W. A. CLARKE  
W. A. Clarke Mortgage Co.  
Philadelphia, Pa.

#### FIREPLACES THIS YEAR

Sirs:

We have upgraded on 28 speculative houses now under construction. We have made the houses larger and have included electric dishwashers and fireplaces. Last year we built six fireplaces in 56 houses and did not find them a quick seller. This year most purchasers want fireplaces.

We are also starting a limited trade-in program of our own this year.

GEORGE D. BIXBY  
Bixby Construction Co.  
Phoenix, Ariz.

#### DELUXE OUTSELLS STANDARD MODEL

Sirs:

I have been building the Techbuilt house in Ann Arbor for the past year and a half. My architect and I worked for months trying to cut costs and offer a basic house at a minimum cost—less than \$10 per sq. ft.

However, to this date we have yet to sell a basic house. Almost all our contracts have been in the \$25,000 to \$30,000 range. The extra costs are luxury features which the customer wanted and could pay for. We have also done several speculative deluxe Techbuilt homes in the \$30,000 range and have had no difficulty selling them before construction was finished.

We believe that a deluxe model will sell more houses than a standard model.

EUGENE E. KURTZ  
Kurtz Construction Co.  
Ann Arbor, Mich.

#### EQUITIES IN DANGER

Sirs:

... I fully concur in the estimate (Jan. editorial) that, through better site planning, better house design, more mechanized production techniques and, I add, *better merchandising methods*, the value of housing produced could be increased 50% or more on a per dollar basis.

But unless we rationalize and modernize our national housing policies and programs, what is going to happen to residential real estate values when we achieve this admirable state of efficiency? What will happen to the housing equities of the players in your merry little game of musical chairs? What will happen to the FHA mortgage insurance reserve? Since 1945 some 120 billion dollars have been borrowed against residential property, and it is doubtful if realizable equities today average as much as 20%. What is going to happen to the investments of our mil-

*continued on p. 367*



**BEST BUY FOR  
ROOF SHEATHING?**

**FIR PLYWOOD**  
*of course!*

**here's why...**

- Lower in-place costs (saves up to \$2.50 per square)
- 25% faster application
- Grips nails firmly—will not pull loose in high winds
- Strong; braces building
- 5/8" panels on 24" centers meets FHA requirements
- Dry! Won't shrink or swell
- Ideal base for shingle, composition or built up roofing
- Far less waste, fewer nails



**FREE!**  
FIR PLYWOOD  
FACTS BOOK

Write for this handy 48-page pocket size specification guide. Contains application, finishing and grade data. Douglas Fir Plywood Association, Dept. HH, Tacoma 2, Washington.

**GENUINE  
DOUGLAS FIR PLYWOOD**  
**PLYSCORD®**  
INTERIOR TYPE GRADE C-D  
**SHEATHING**



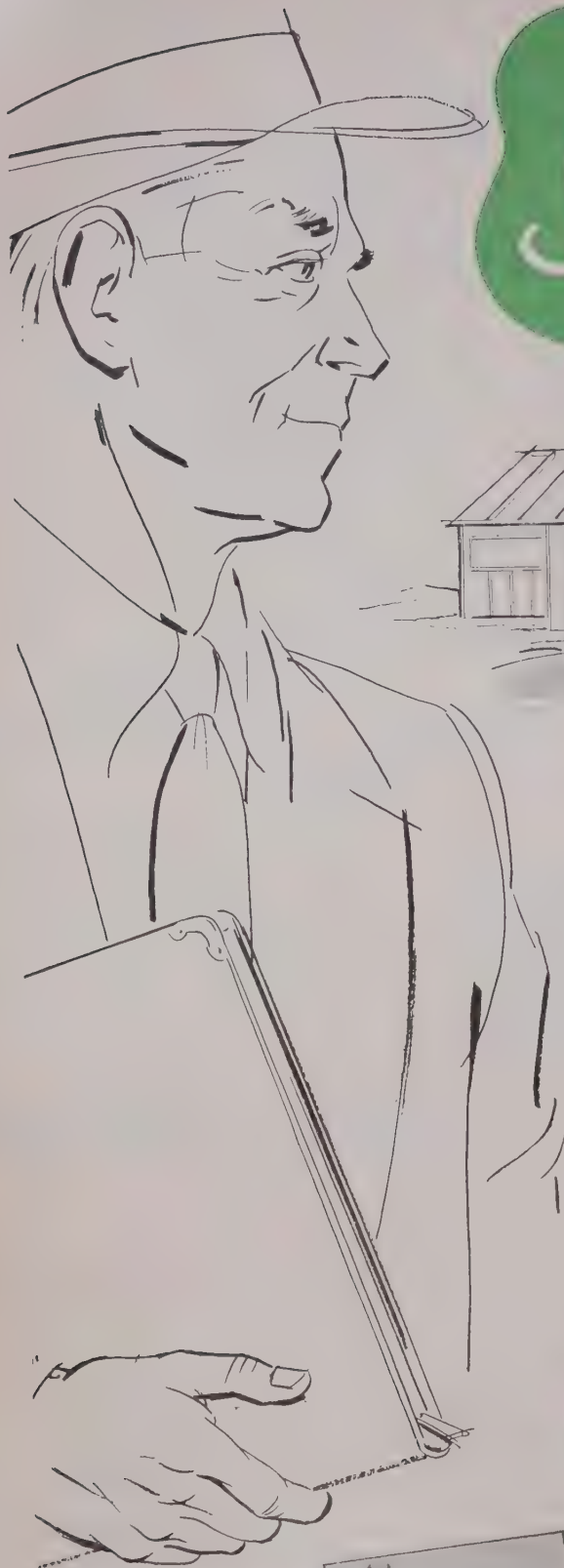
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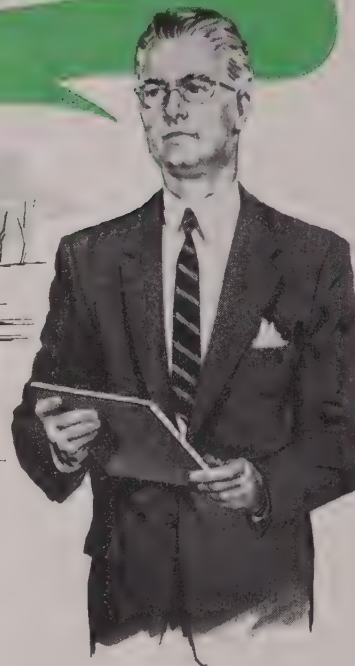


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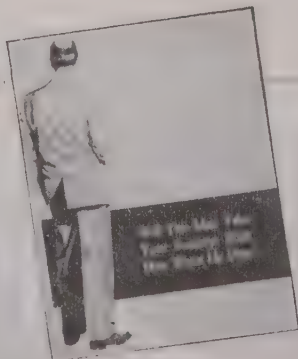
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# New tests show why nails pop

Purdue wood experts report on how to avoid nail popping troubles: use dry wood, more and shorter nails, countersinking

**N**ew research at Purdue shows that the only sure way to avoid nail popping is to use dry wood. "If the wood is sufficiently dry popping does not occur and except in rare cases the nailing will remain satisfactory for the life of a structure." Other facts reported:

- When wood is not dry nails will generally pop in direct proportion to their length, the longer the nail the greater the amount of pop.
- The use of special nails will not cure popping since shape, diameter, and grooved shanks exert little influence on the amount of pop.
- Repeated cycling of high and low moisture in wood will cause cumulative popping, with the theoretical end result of the nail being forced entirely out of the wood.

These are the main conclusions of two Purdue engineers who conducted more than 600 nail tests over a six months period at Purdue's Wood Research Laboratory. The engineers, S. K. Suddarth and H. D. Angleton, gave major attention to popping problems in wallboard and subflooring—two of the biggest headaches in houses.



Suddarth



Angleton

**Why nails pop.** The two engineers found, basically, that nails pop as new wood dries out. "The wood shrinks while the nails do not," they explain. The shrinking wood squeezes a nail over its full shank length and under the tip with slowly increasing pressure. Something has to give and eventually the nail is forced up and partially out, i.e., it pops. With dry wood no shrinking occurs, hence no popping.

The amount a nail pops was found to be in direct proportion to its length, regardless of the type of nail. This is because, in effect, the deeper a nail penetrates, the greater the shrinkage force on the shank.

To minimize popping, Suddarth and Angleton advise builders to use "the largest number of shortest possible nails, all other requirements being met."

There is one exception to the rule of length. This is the rather uncommon case of nails that fully penetrate wood. These pop no more than short nails driven half



**Before.** Test nail was driven flush into gypsum board and 2 x 4 stud backing. Nail was dimpled, covered with joint cement.



**After.** Stud had 18% moisture, dried out at room conditions to 12%. Result: wood shrinkage, which caused nail popping.

way, apparently because a fully penetrating nail receives no shrinkage pressure on its point.

**Other findings.** The tests show that builders who use special nails to inhibit popping might as well save themselves the trouble; all types of nails pop. As Suddarth told H&H: "Square nails popped like round nails, staples like single shanks." Even nails with specially grooved or threaded shanks popped, though these types may take a little longer to be forced out of wood.

However, Suddarth and Angleton do emphasize the fact that grooved nails give far greater holding power than smooth nails. "Consequently, a threaded nail of comparatively short length can provide



**Portable moisture meter** is recommended to check wood, is battery powered. Compact field models cost \$75 to \$100. Probes go into wood, moisture content is read on gauge.

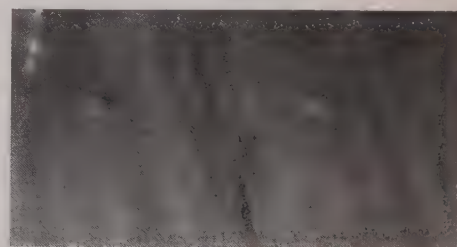
sufficient withdrawal resistance, while at the same time, be less subject to popping than a longer nail of greater holding power." In other words, threaded shanks permit the use of the shortest possible nails and this in turn will mean the least popping.

**Advice to builders.** If nails pop the first thing to do is check the wood's moisture content, say the two engineers. They find that most wood coming from the West Coast runs about 19% moisture. "Sometimes it takes up to a year to dry out." Most dry wood will run less than 12%, depending on the species and the prevailing humidity of the local climate.

To check water content of wood Suddarth and Angleton urge builders to get moisture meters. These are relatively inexpensive and easy to use, as shown below. Using a moisture meter a builder can quickly tell when he needs drier wood.

When dry wood is unavailable builders can only resort to second-best measures, such as using the shortest possible nails. In addition, Suddarth and Angleton say wallboard can be nailed without stud gluing to minimize popping. You sacrifice some stiffness and strength, but when nails pop the board can then ride out on the nails and the popping is less conspicuous.

In plywood subflooring the two engineers say careful countersinking will often eliminate pop bumps in linoleum or tile overlay. But the depth of countersink must be figured beforehand so the nails pop



**Unsightly bumps** in inlaid linoleum are caused by subfloor popping, can be avoided by careful countersinking.

flush with the plywood surface. The exact depth now can be computed with new popping data worked out by Suddarth and Angleton.

Complete information on how to calculate countersink depths and wood shrinkage factors is given in a report on the Purdue research to be included in the *Eleventh Annual Short Course in Residential Construction*. \$2. Small Homes Council, Univ. of Illinois, Urbana, Ill.\*

\*Important data on wood and moisture content is also given in the highly recommended *Forrest Products' Wood Handbook*; \$2. Superintendent of Documents, Wash. 25, D.C. A complete discussion of the Purdue nail tests is in *Nail Popping: A Result of Wood Shrinkage, Bulletin 633*, available free from Purdue Agricultural Experiment Station, Lafayette, Ind.



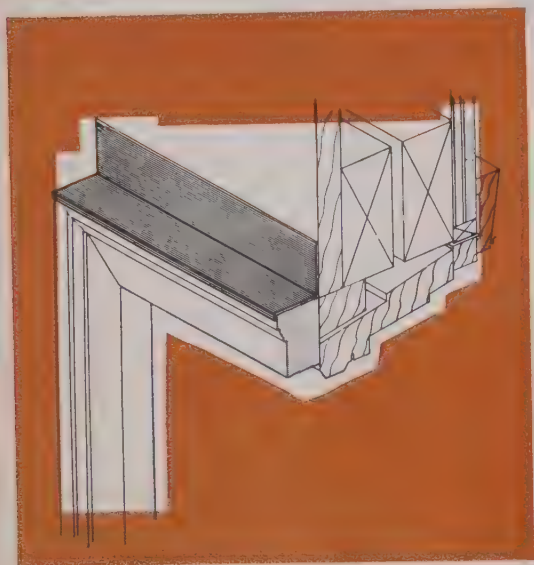
# new Seal-Trim provides easier, tighter installation of Andersen Flexivent® Window groups

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\*Patent Pending

vinyl gasket at the sides, and specially horned and milled subsill provide an easy-to-install, highly weathertight joining with any type of wall.

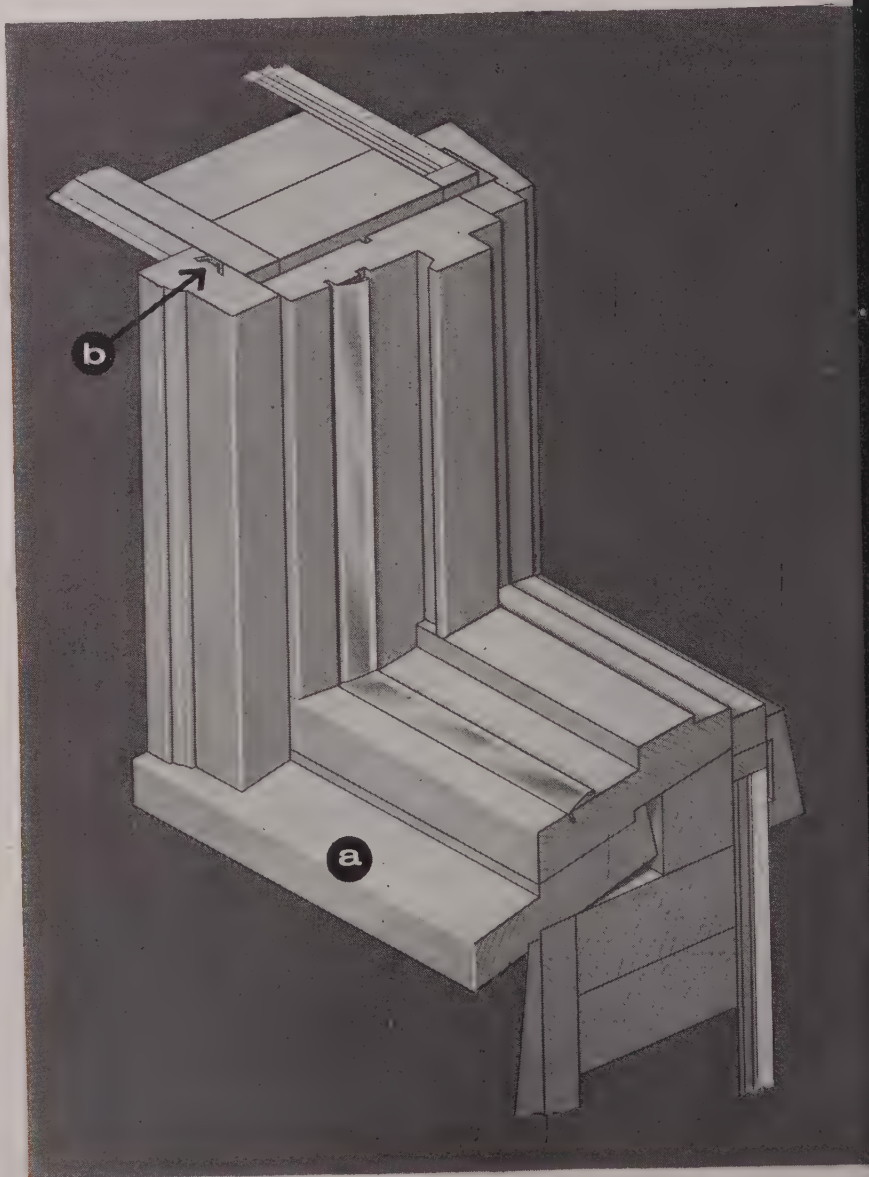
Treatment of wood parts with Andersen toxic, water repellent preservative assures long life.



**Aluminum flashing**, shown in shaded area, is formed and cut to length at factory.



**Vinyl gasket**, shown in drawing dovetails into back face of exterior casing.



**(a) Seal-Trim subsill** is milled and horned for exact fit.

**(b) Vinyl gasket** compressed against sheathing forms weathertight seal.



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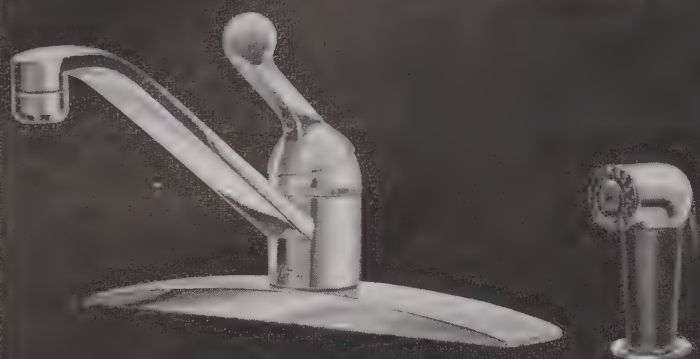
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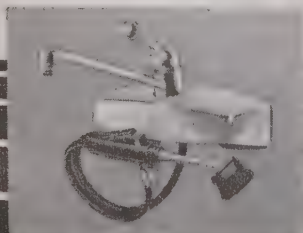
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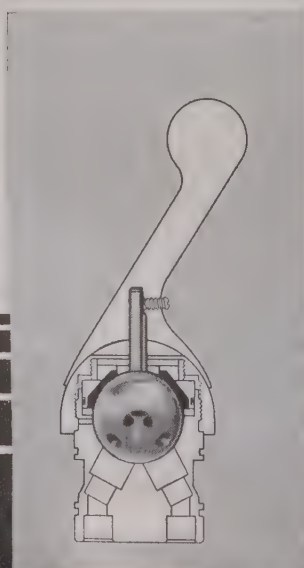
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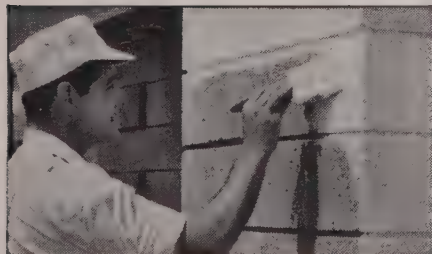
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 **Habitant fence Inc.**

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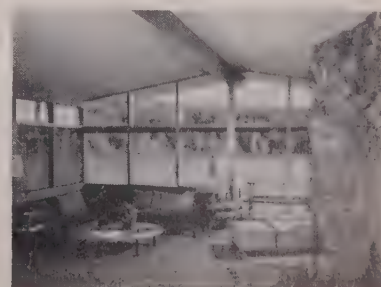
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Cover: House in Anacortes, Wash. (see p. 176)  
Photo by Dearborn-Massar





**MERCHANDISING** has been called showmanship plus salesmanship. If the showmanship is tops, then the selling will be easy. If the showmanship is poor, the selling will be tough and expensive. And, maybe, impossible. This is another way of saying that the best way to merchandise is to make the product itself irresistible. The irresistible house will—almost—sell itself.

Almost, but not quite. And because this is so HOUSE & HOME devotes this issue to the art of merchandising: to the irresistible house, to the irresistible idea—and to suitable ways and means of making people aware of both.





*Dr I. J. Zimmerman House, Manchester, N.H., Frank Lloyd Wright, Architect. (This house will be presented in full in a forthcoming issue.)*

*What makes this house so irresistible? It has no tricks—no fake birdhouses, no ornate grilles, no galaxy of materials or decoration. Yet this house by Frank Lloyd Wright is wonderful showmanship. In place of “features” it has character. In place of gadgets it has grace. In place of gimmicks it has a sense of fitness. Such good houses—large or small—need no high pressure promotion. Given half a chance a good house speaks for itself.*

*So you will find in this issue a variety of good houses and good ideas; as well as a report on the ways that good salesmanship can give an assist to good showmanship.*



## BEGINNING 30 HOUSES-FULL OF IDEAS . . .



*Living room is an island of formality in a sweeping, flowing house*

### . . . a Midwestern house with style and imagination

The owners for whom this house was planned wanted a view of the river, and a house that was comfortable and convenient. See how the architect has met his clients' requirements with imagination and skill.

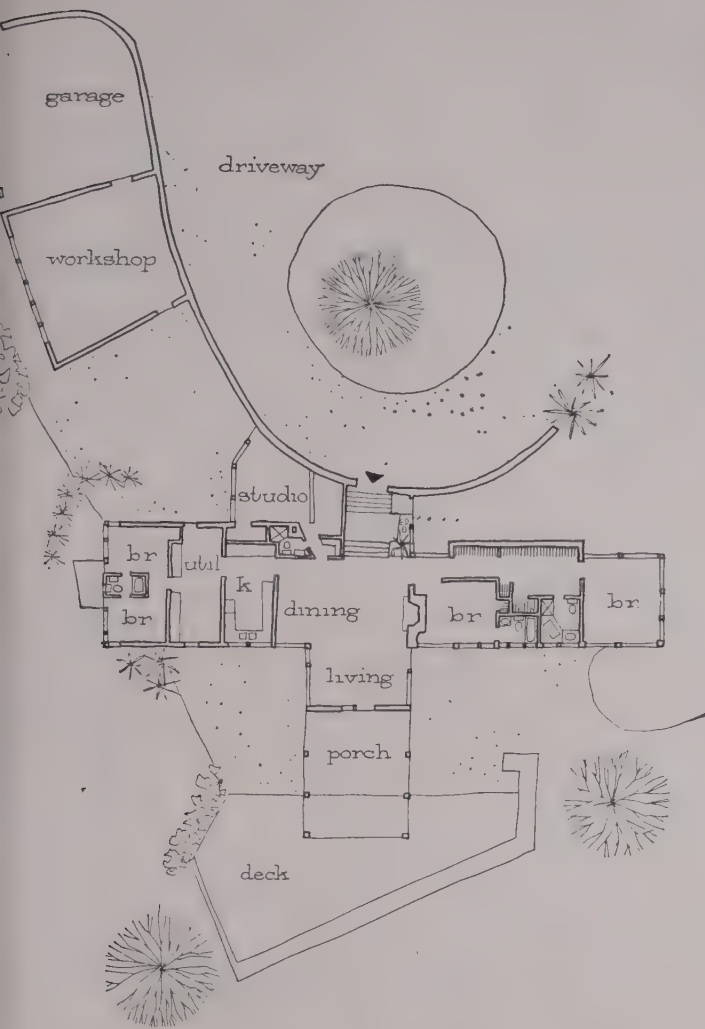
From the moment you enter the house, you are aware of the view. The entrance is deceptively simple. Stone steps, walled by glass, are flanked by a garden, which seems to reach through the walls because

plant boxes echo the greenery outside. In a minute, you are in the warmly-colored living room, looking beyond the screened terrace-room to the Meramec River.

Lesson for a smaller house: A change in floor and ceiling treatment can set off living room from hall, without actual physical separation. The rest of the house shows the same thoughtful planning, for like every good house, this one meets dreams as it fills needs.



ARCHITECT: Harris Armstrong  
 LANDSCAPE ARCHITECT: Thomas D. Church  
 DECORATOR: Eleanor McMillen  
 OWNERS: Mr. and Mrs. Arthur Stockstrom  
 LOCATION: St. Louis County, Mo.



Floor plan show how house captures view. Most living areas face river. Screened porch acts as transition point between enclosed house and bright sun deck.

Exterior presents high, curving wall rather than full view



Sun deck "flattens" hilly site for relaxing-spot just where view and scheme called for it. Raised platform helps enclose deck, serves as extra seating space, too.



Photographs: Ezra Stoller, courtesy House Beautiful



Generous kitchen is shielded from bright sun by vertical louvers across wide glass window. Backsplash over counter is tile.

Alcove for pots and pans, lined with perforated building board, is as decorative as it is useful. "Chopping block" cabinet top is laminated wood.







*Restrained contemporary fits naturally on wooded site. Street side achieves privacy by using only small glass area, fences around terrace (right). Sloping ground allows basement two-car garage with entrance at far end of house.*

BUILDER: Rogers Investments, Inc.  
 ARCHITECT: Caldwell & Harmon  
 CONTRACTOR: J. S. Ellard  
 LOCATION: Birmingham, Ala.

*Two terraces provide flexible, formal-informal arrangement of outdoor-indoor living. Large terrace (at left in photo) is off the living room. Central terrace opens from kitchen-family room.*

Photos: (above & below) Reed Jacoway







Fireplace is freestanding, flanked on either side by glass walls which lead to living-room terrace. The open beam sloped ceiling extends over the entire living area.

## Contemporary design succeeds in a conservative market

Buyers accustomed to houses far more traditional took readily to this glass-walled, open plan model.

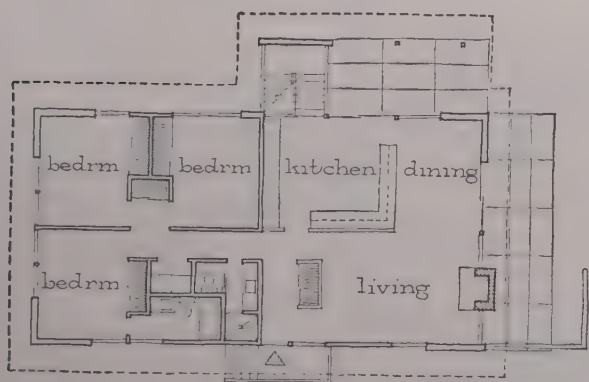
With two terraces, landscaping by professionals, the house located in an 80-acre tract of rolling woodland has proved a big hit at \$35,000.

Bedrooms which face the street are high off the ground for privacy. Both laundry and linen closet are quite logically placed in the bedroom hall.

The kitchen is large enough to include family room space. In the open plan of the kitchen-living area, the divider wall for the kitchen holds fold-away desk, TV, sewing machine, extensible table and plenty of extra storage space.

Basement stair is glazed both sides for better lighting and the two-car basement garage has workshop and storage space.

Believing that a sharp change in style to modern houses would catch on strongly in Birmingham, Ala., builder Bertha Rogers McClaskey will build 150 homes in five variations like this model.



Rectangular plan is split in half, bedrooms on one side, living on the other. Architect used lots of glass, except on street side. Basement stair is glazed for lightness. Living space: 1,580 sq. ft.





*Glass wall makes waterfront part of this living area and minimizes the long narrow proportions of the room*

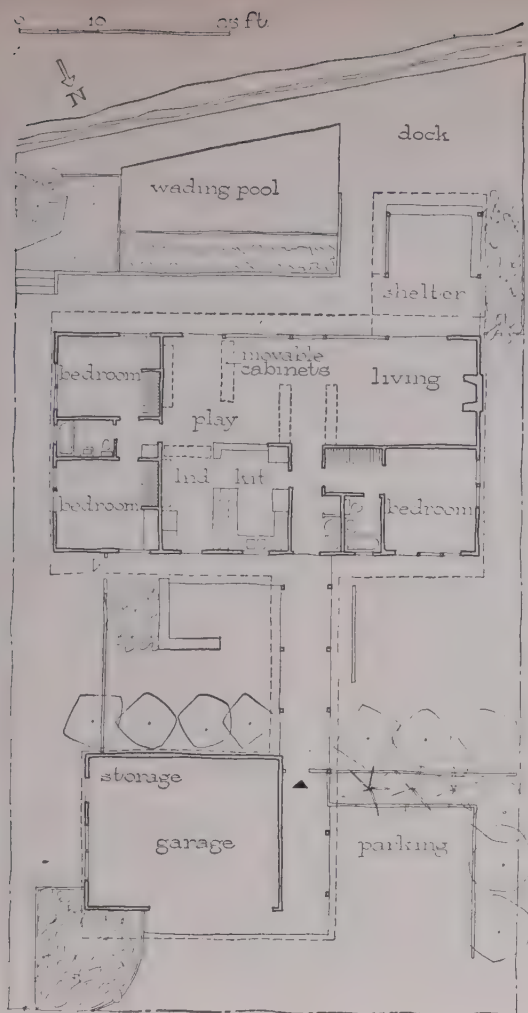
ARCHITECT: George T. Rockrise, AIA  
 DEVELOPERS: Howard B. Allen and E. Russell Rice  
 CONTRACTORS: Sharp & Robinson  
 STRUCTURAL ENGINEER: J. E. Hayes  
 LOCATION: Orinda, Calif.

Flexible, multi-use space:



*One big room is divided into living and dining areas by caster-mounted cabinets. Fireplace wall has desk and shelves built in*





Photos: Ernest Braun



**Activity area** embraces two-level deck, enclosed wading pool, sand box and boat dock. Porch area of deck is protected by overhead wood trellis.

**Site plan** shows how every inch of lot is put to work, including extra parking space, important in a house that must accommodate many visitors.

## Rx for widest sales appeal

Built on a waterfront lot, this house was designed for sale. Because the buyer was not known, Architect Rockrise built in sales insurance by making the living area flexible enough to fit any needs.

On the view side, he created one large (13' 6" x 40') room, then partitioned it with three movable cabinets. The living room can thus be any length from 18' to 40', with unlimited variations possible by changing the cabinet position.

Outdoor space was planned as two distinct areas. On the water side, a partially trellised deck combines outdoor living space, a protected wading pool and sand box, and a dock, all visible from any working or living point in the house. To the rear, sheltered by garage and entrance loggia, are two semiprivate gardens, one opening off the master bedroom, the other off the kitchen entrance.

By holding to the economies of a simple rectangle, with minimum hallway, and by supporting both room beams and floor framing on one central wall, the architect held costs to \$10 per sq. ft.



**Entrance loggia** brings guests under cover past open garden (left), off kitchen, and more private outdoor area behind fence.

**Open kitchen** offers informal meals at breakfast bar or more formal arrangements in dining area beyond. Lagoon is easily visible from kitchen.







Window wall, framed in structural millwork in symmetrical openings,

Photos: © Ezra Stoller



Front view conforms to main outlines of a familiar architectural style, but close inspection reveals contemporary spirit

This handsome house blends



Structural millwork and large glass areas frame paneled double front door. Foyer extends through house to south wall.



Marble tiles, carried through foyer to dining room on far side, help set off the carpeted living room, at left.



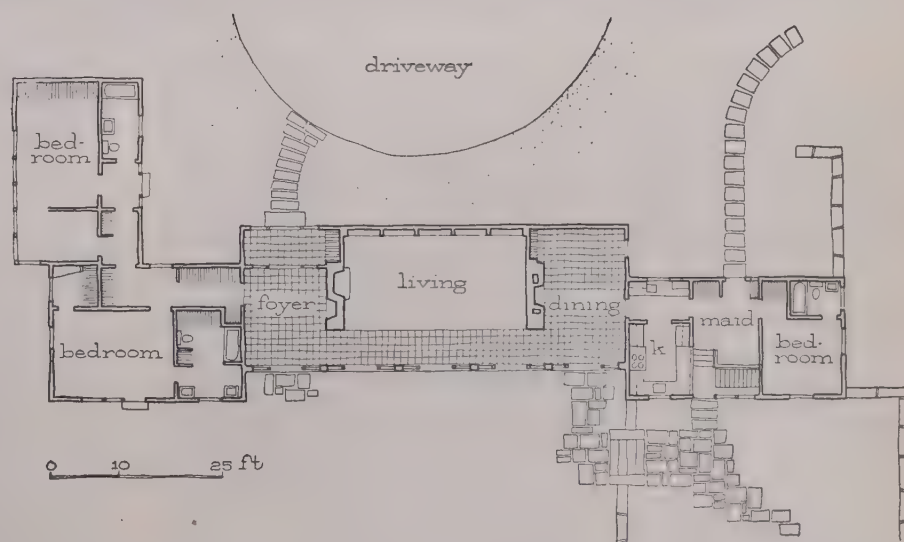
Living room, doubling as library, is open on one side for view across tiled hallway through window wall on south side.





looks south to the sea. Narrow clapboards are fine contrast

## the past with the present



The architect has combined narrow white clapboards, shale tile roof and field-stone chimneys with a symmetrical window wall and a balanced plan. The free use of glass and the clean simple lines of the design are essentially contemporary, yet they are at ease with the traditional elements also present.

The windows are framed in structural millwork and glazed with  $\frac{1}{4}$  in. plate or double strength glass.

Inside, there is a fireplace in the large foyer as well as in the living and dining room. All walls are plaster, painted

gray; the woodwork and the ceilings throughout are white.

The owners wanted a house which could, at their option, be operated without servants and still have the spacious qualities of a larger country house. In the simple elongated plan, the kitchen wing can be closed off when the house is used for winter week ends.

The house is built on the site of an old Victorian mansion with a view south over Narragansett Bay. Planting terraces and the drive were existing, but altered slightly for the new house.

**Plan** shows how living room was given both spaciousness and intimacy: spaciousness through glass walls and through the omission of traditional doors; intimacy through being turned into a kind of cul-de-sac off to one side of the paved through-traffic lane. Total floor area of house is about 2,700 sq. ft.

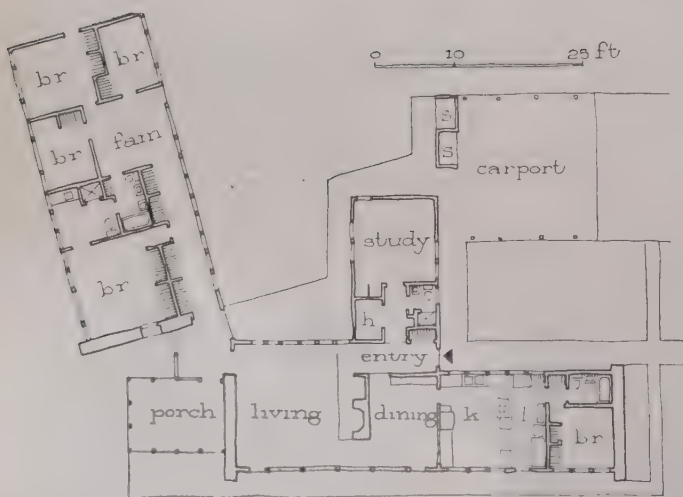
ARCHITECT: George W. W. Brewster, Boston, Mass.  
BUILDER: O. Ahlberg & Sons, Providence, R. I.  
OWNER: Henry S. Chafee  
LOCATION: Head of Narragansett Bay, R. I.





**Exterior view** shows how living areas, largely glass, are connected to bedroom wing, left, by screened porch

## A friendly house makes room for children



**Room scheme** separates activities effectively. Bedroom and guest wings are angled from living "rectangle." Halls are used for storage, so there's no waste space.

The exterior of this house invites you, without words, to come in and look around. The easy charm is not an accident, but the happy result of careful blending of textures, a reasonable and gentle design, and a warmth of feeling which results from the fresh simplicity of the architects' treatment.

More than any other factor, a sense of proportion characterizes the plan. The pitch of the roof, the vertical, wide battens of the fence, the restrained use of fieldstone (apparent particularly in the handsome, uncluttered fireplace) are all in harmony.

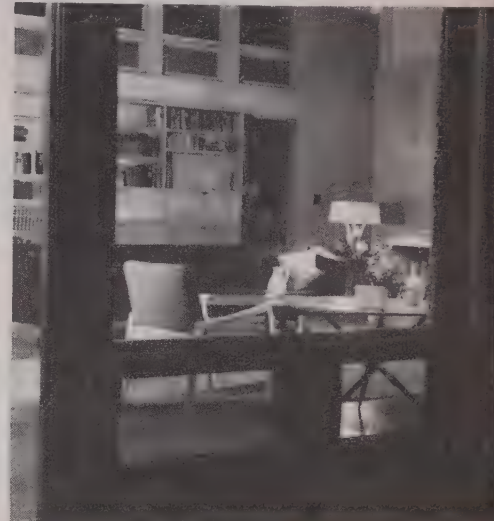
The plan allots to the children of the family practically a wing of their own. Their section of the house has a generous playroom which fills their needs while it frees the formal living areas for adult entertaining.





ARCHITECTS: Samuel and Victorine Homsey  
 BUILDER: Ernst Di Sabatino & Sons  
 LANDSCAPE ARCHITECT: Victorine duPont Homsey  
 LOCATION: Wilmington, Del.

*View into living room through glass window shows built-in units which provide ample storage for books, games.*



*Entrance hall has slate floor, which continues on into living room, turns corner to fireplace, unifying the areas although they are completely separate in utility.*



*Entrance has an open portico that carries out line of carport. White paint emphasizes the interesting roof line. Few trees were disturbed in construction.*

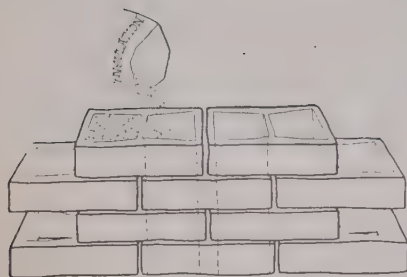
*Fireplace symbolizes the warmth and comfort of the whole house. The texture of the stone is unspoiled by any devices or ornamentation.*





Masonry wall, protecting and outlining entry, is made from standard blocks laid up on their sides to expose cores

## Here's a concrete block house with new ideas



**New block** has two large cores instead of three smaller ones. Pouring insulation is easy, since cores line up vertically.

Lightweight concrete block, in handsome dimensions, was used to build this house in the masonry conscious Midwest. Because all hollow cores in the exterior walls are filled with dry fill insulation, the resulting wall has a "U" factor of .17, acceptable to FHA, and comparable with conventional brick veneer.

Interior face of the block is not plastered in the living areas; it is simply coated with a vapor barrier paint to keep moisture from penetrating the cores. Exteriors are painted with a "breather" type paint. Bedrooms in this model house were furred out and drywalled, but most people preferred the exposed block, and future houses will be left with

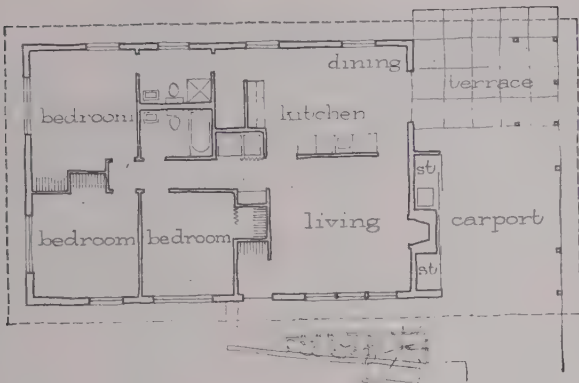
natural texture of the block left exposed.

The longer, lower dimensions of the block (4" high x 8" and 16" long) are traceable to the influence of the Southwest, where concrete block has long escaped the "factory wall" look (H&H, Mar. '56). When laid up in either running or stacked bond, core openings line up with courses above and below.

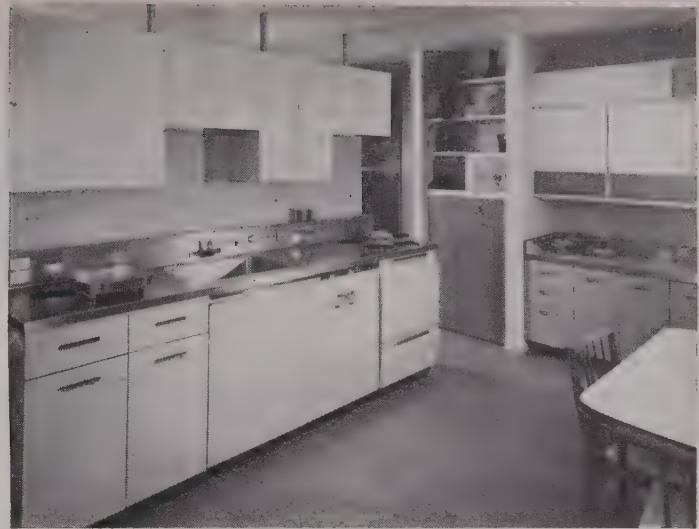
A modified form of indoor-outdoor living space is provided at the rear of the carport. Under cover, the area opens off the kitchen/dining room and is intended for use as an outdoor porch, during the months when Indiana weather permits. Both entries to the house from the carport are sheltered by overhang.



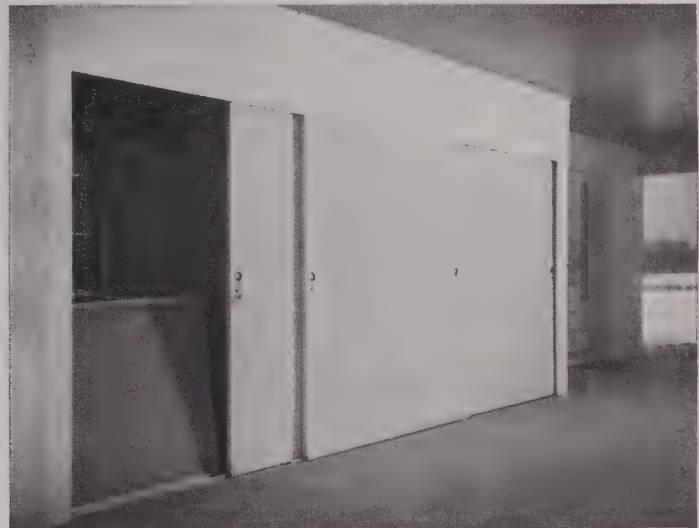
ARCHITECT: Fran E. Schroeder & Associates  
SPONSOR: The Spickelmier Co.  
BUILDER: Riley McGraw  
LOCATION: Indianapolis, Ind.



**Floor plan** shows good circulation between living, working, and sleeping areas. Central laundry location is handy to both laundry pick-up and hot water heater.



**Kitchen wall** is open above cabinets, borrows light from living area. Wall-hung refrigerator and radio/intercom (right) are optional items.



**Carport storage**, located on either side of chimney and heater, provides space for yard equipment and bulky seasonal objects.



**Horizontal lines** of belt course and eave make house look long and low, an optical illusion aided by the long, narrow blocks





## This house is centered on a garden court

Richard Neutra has long exerted a major influence on US house design. These pictures show some of the reasons.

Like most Neutra houses, this one is full of new ideas carried out with convincing simplicity. Do you want to bring more of the outdoors into the house? How better than by building the whole house *around* a garden rather than next to one. Do you want some of your living areas intimate and others more formal?

Just vary your ceiling heights. Do inside lights bother you because they are mirrored in your glass walls? If they do, light your room from the outside.

Those familiar with Neutra's work will recognize his touch in every one of these ideas and details. And they will recognize something else: the surprising fact that these ideas and details are no longer strangers to the production house. The client here was Herbert Kro-nish—one of the nation's largest production builders.

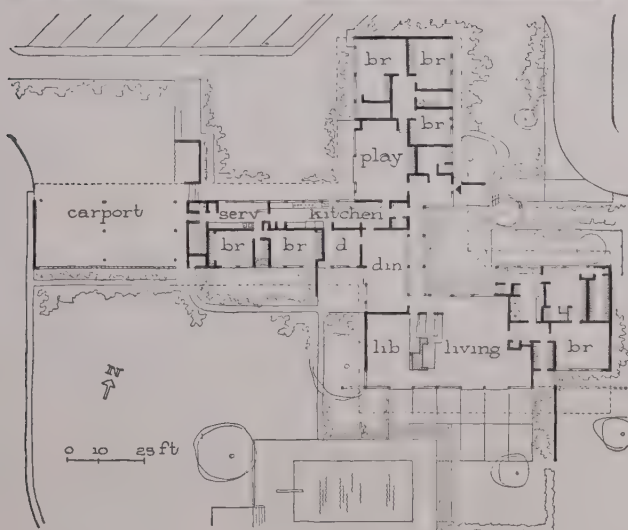




**Low, suspended ceilings** produce areas of intimacy within larger, high-ceiling rooms. Neutra used translucent glass in metal frames for his suspended ceilings (see above and below), mounted down-lights above the glass to turn the panel into a glowing source of light.



Photos: Julius Shulman



**4-zone plan** is centered upon handsome garden court (see photo opposite). North wing is for children, west wing has servants' quarters and services, south wing contains living areas, east wing is a master bedroom suite.

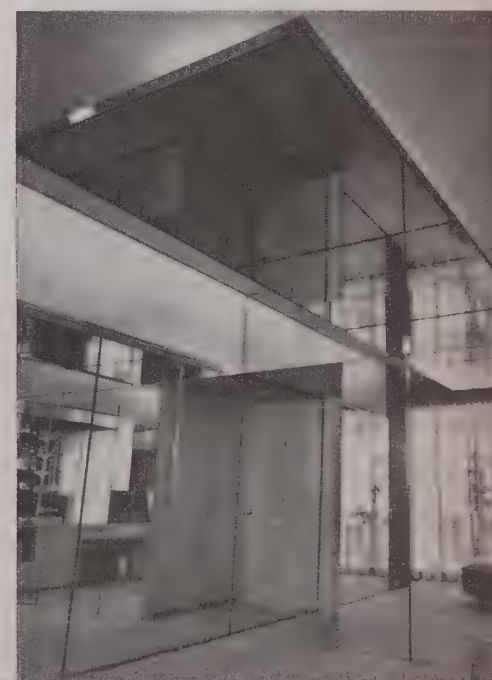
ARCHITECT: Richard J. Neutra, FAIA. Dion Neutra, Benno Fischer, Serge Koschin, John Blanton, Toby Schmidbauer, Donald Polsky, Perry Neuschatz, Gunnar Serneblad, Associates.

BUILDER and OWNER: Herbert Kronish

LOCATION: Beverly Hills, Calif.



**Outside lighting for inside rooms** is a smart solution for glass-walled houses. Reason: too many indoor lights mean too many mirror images in the glass. When you fight these reflections by drawing the curtains, you lose much of the pleasure of living close to the garden. Neutra likes to use built-in soffit lights to solve this problem.



**Mirrors** are used by Neutra to make even the smallest dressing room look spacious and light. This is an old art, long neglected. Yet as our rooms shrink in size, mirrors can help create illusions of more space—and realities of more light. But restraint is part of the art.

**Extended fascia** is a Neutra device to provide additional sun-protection for glass-walled houses. A further advantage: the projecting fascia hides any imperfections (or streaks) along the actual roof edge.





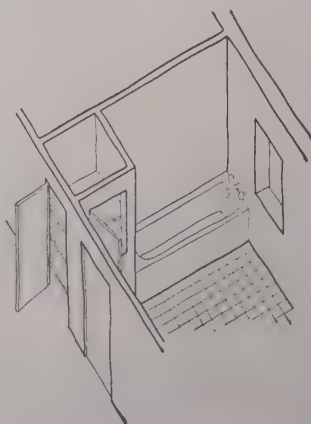


Natural stone facade is popular feature of this 1,250 sq. ft. \$14,000 house. Roof vent is for optional air conditioner

## Choice of three bathroom plans is big sales point here



Three-bedroom plan has a bathroom area which can be divided, at buyer's option, in three different ways. Option 1 offers two tub-baths, option 2 offers a full bath with tub and another with shower stall, and option 3 a bath and a half. Option 1 was preferred by most buyers. All linen closets (see right) have wall doors and half-height bathroom doors.



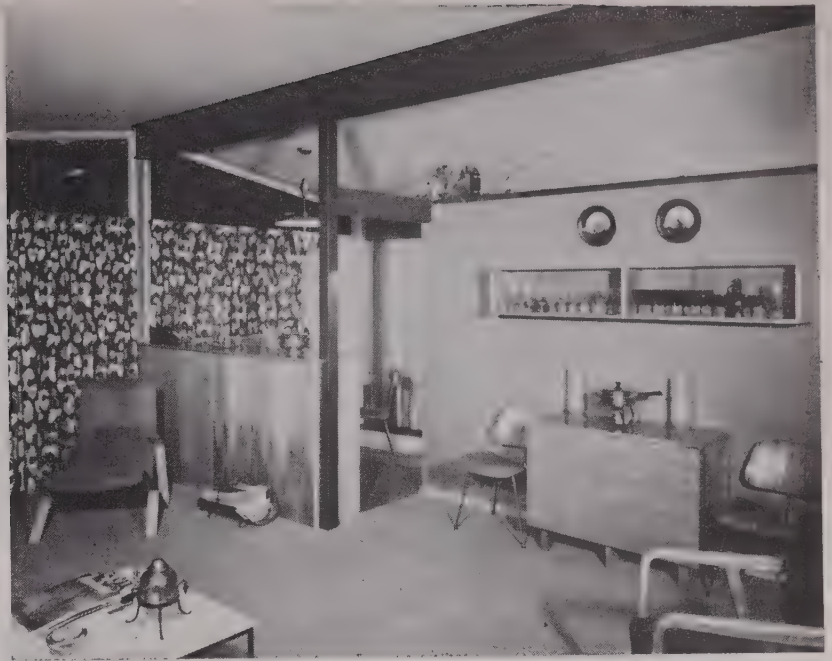
Fast sales of this pilot house for a new tract taught the architect-builder team this lesson: not only do Tulsa buyers prefer two bathrooms over a bath and a half but most want bathtubs in each bathroom.

"We find that addition of a half-bath merely teased most buyers," Builder Vernon Nuckolls explains. "In any case, the options work out well in all three cases. Either a shower stall, closet or 4½' tub fits the second bath space. By working with a 4½' width, we can make the master bedroom 6" wider and buyers like every inch of space."

BUILDER: Nucolls Construction Co.  
ARCHITECT: Joseph Wilkinson  
LOCATION: Tulsa, Okla.



*Dining nook off kitchen takes extra 3' x 6' space from living room to become a pleasantly larger (54 sq. ft.) area. Waist-high divider achieves unusual type of room separation (shown above and below).*







**Balcony** runs along downhill side of living area of house. Bedroom section (right) is like a tower with levels below and above living room

## A hillside house is split for privacy



**Glass-walled living room** opens directly to balcony. Fireplace, flues form room divider

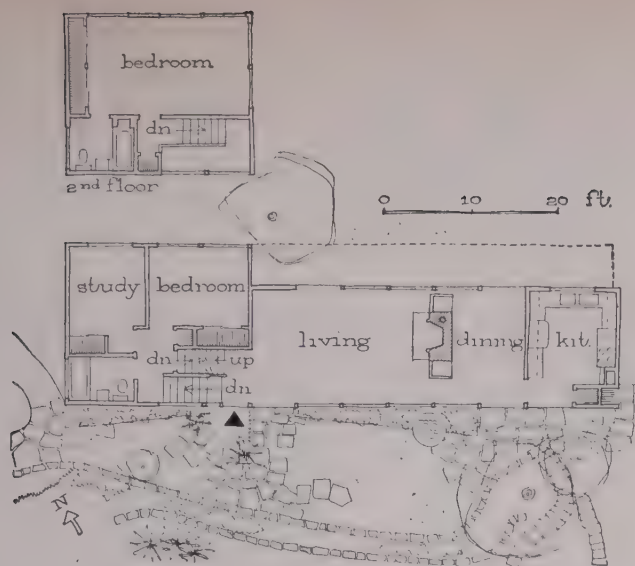
With private master quarters on the upper level of a two-story bedroom section and the living area at midway level, this house is a novel twist on the split-level standard interior design.

From the entrance you turn left to bedroom stairs or right to the glass-walled living-dining-kitchen area. This section of the house has a big balcony running its full length and a magnificent view downhill to an arm of San Francisco Bay.

Overlooking the living wing, the master bedroom has a big clerestory window, made possible by the shed-like roof on this section of the house.

While the house happens to be located on a steep hillside, the site has not materially affected the plan: a similar house could be adopted to less steep sites.





*Elongated plan places master quarters at top of two level bedroom wing, guest room and study below, six steps down from living room. Living area operates almost as a separate entity.*

ARCHITECT: Francis Joseph McCarthy

BUILDER: Lund Building Co.

LOCATION: San Rafael, Calif.



*Entry, actually a small area, achieves a sense of size through generous use of glass, open lattice effect for staircase. Stairs lead up to master bedroom, others go down to guest room.*



*Roof angles of the two sections of house accent the regular pattern of glass along the front. Steep hill (left) keeps this open side private*

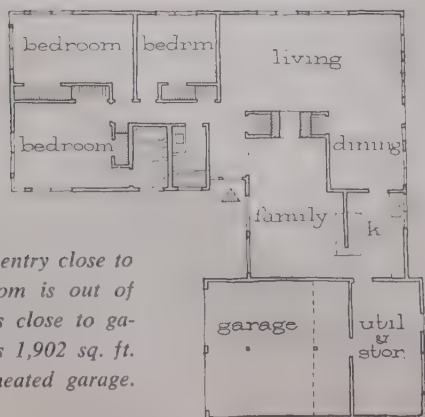




Front of house is clean, conservative, concealing an interior that is spacious and bright and essentially modern. House sells for \$29,500 on a \$5,000 lot.



## Handsome rooms make the most of a fine plan



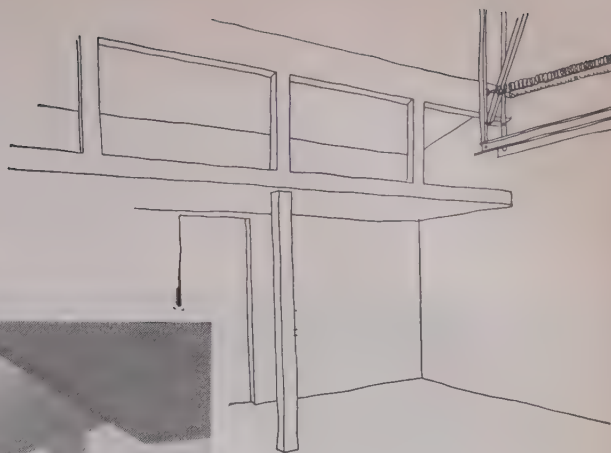
**L-plan** puts quarry-tiled entry close to both wings. Living room is out of traffic lanes. Kitchen is close to garage. Floor space totals 1,902 sq. ft. plus a well insulated, heated garage.

In St. Louis, where most people feel they need a basement, this house without one is selling well ahead of basement models. The reason is a plan which makes excellent sense for one-level living. Each room is not only well handled as a unit, but plays its proper role in relation to the others. Bent into an L, the house is easy to get about in, has no traffic traps.

Every bit as important is the generous storage space. Large bedrooms have large closets; two closets open on the center hall, another on dining room; the garage has a storage balcony (see diagram, opposite page). And there is a large, well-lighted utility room which also serves as an extra family room. With all this on one floor, a basement loses its allure.



**Storage balcony** in rear of garage is big enough for almost any family's glut of odds and ends. It is reached by ladder. Garage has ample room for yard tools.



BUILDER: Burton W. Duenke Building Co.  
ARCHITECT: Ralph Fournier  
LOCATION: St. Louis

**Living room** (above and opposite) has glass window wall facing fenced-in rear yard. Two-way fireplace serves family room, has a raised hearth. Indirect lighting is in top of fireplace ledge.



**Family room** (above and below) is 12' x 20' and opens on kitchen. Breakfast bar is table height so regular chairs may be used, wide enough (42") for card games or homework. Built-ins include range, oven, garbage disposer, intercom system and radio.

Photos: Hutchinson Photographers

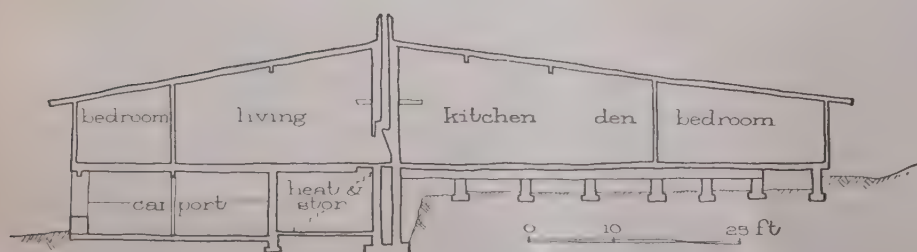






*93'-long house is separated into formal entertainment area to left of roof crest and everyday informal living to right*

Here's a house divided—happily, for formal and informal living



The many virtues of this house come in matched pairs.

Two 2/12 pitched roofs extend across the two rectangles that make up this big house. The formal entertainment area at left is separated from the everyday living zone at right by a dominant chimney wall that serves different purposes in each area. And even the smaller wing is divided equally between formal dining room and a children's bedroom. Note also excellent handling of grades with retaining walls both front and back.





**Rear of house** is as handsome as front, with large glass and Roman brick areas flanked by 1 x 6 vertical siding. Paved terrace, 60' long, flows around tree and planting area which help to shield master bedroom at left.



ARCHITECT: Henry D. Norris  
OWNERS: Mr. and Mrs. Robert Faulk  
LOCATION: Atlanta

**2,270 sq. ft. house** has only six corners, is contained in two rectangles. Low-pitch roof permits easy use of skylights over master bedroom, dressing room, children's bath. Although carport is at one end of house, stairs to entrance bring it equally close to both formal and informal halves of house (see sectional drawing, opposite page).

Photos: Gabriel Benzur



**Family room and kitchen** form one 31'-long informal area with space for books, TV, homework and informal parties.



**Living room**, reserved for formal entertainment, has massive 14'-high fireplace wall. At lower right, stairs down to carport.





*Snug privacy for patio comes from brick garage wall, an outside extension of the living room fireplace wall*

## For outdoor privacy on a small site . . .

Photos: The Inman Co; Aerial Photography and Pacific Air Industries



*Severe facade is presented to street. High gable windows give bedrooms light and air.*

What can you gain from a rear living room? Turning this house away from the street made sales capital out of buyers' demand for complete privacy for indoor-outdoor living. Because both house and land were planned for maximum use of the site, the builders' 60 house project sold out almost immediately.

Living areas open on to side or rear patio, never in full view of a neighbor. Visual protection comes from the side wall of the two-car garage and attractive wood fences. To the street, the house presents only the noncommittal face of its garage and nonliving rooms.

In place of the ruler-straight streets often used, the developers favored cul-de-sacs, private and quiet. Instead of bulldozing the symmetrical rows of orange trees flat, they preserved dividing rows of trees between each cul-de-sac grouping where houses backed on one another, and each lot has at least one tree.



BUILDERS: Davies, Keusder & Brown  
 ARCHITECT: Russell E. Collins, AIA  
 LAND PLANNING: Walter W. Keusder  
 LOCATION: Garden Grove, Calif.



Basic plan can be turned in several directions without losing patio privacy.



Breakfast bar can be closed off by sliding panel to reduce openness between kitchen and dining room.



Bright interior is achieved by windows atop headers, protected from weather and glare by roof overhang. Slab floor in living room is same color as patio concrete, gives impression that indoor and outdoor space are really one.

put your best face backward

Cul-de-sac layout of builder's development (below right) contrasts dramatically with orthodox planning of neighboring project (left). Although competition offered no no-down payment financing, houses with planned outdoor living sold fast with down payments ranging from \$1,500 VA to \$1,700 FHA.







## Are your merchandising methods up to date?

Modern merchandising has come a long way from the methods you see above.

Today's builder has come a long way, too, in learning how to merchandise his house. He knows that circus-like posters and give-away door prizes may draw a crowd, but they do not sell houses. Instead, smart builders base their selling on the "irresistible house"—and back it up with professional advertising and publicity, trained salesmen, informative displays and, most of all, with their own good reputations.

The up to date builder is a face and a force in his community. He has to be. He has discovered that what people know about him goes a long way in determining what they know about the houses he builds—and more important, how many houses he sells.

So he makes a point of participating as much as he can, personally, in community activities. He knows that good works will build good will for him and for his firm.

People who buy houses in today's market tend to be discriminating. They like to buy a house from a man they know. They like selling based on good design, not spectacle; on identification, not spiel; on brand-name quality products and materials, not gimmicks.

Evidence of today's concern with merchandising methods is the fact that more than 600 builders entered the 1955 NAHB Acapulco Derby merchandising competition.

For some of the merchandising ideas and techniques which earned prizes for Derby winners, see the next seven pages.



# Score yourself on this merchandising quiz

## 1. Do you know what buyers want?

Today's larger families want more bedrooms, more baths, family rooms, indoor-outdoor living, built-ins. You'll find these and a host of other new features in the 30 idea houses in this issue.

☐ Yes

☐ No

## 2. Are you building for the minimum house market?

In most areas, the bare shelter market is a thing of the past. Today's customer earns more money, has a larger family, is often a second-time buyer. The over-\$5,000 family income group is the fastest growing part of our population, and your best prospect for a sale.

☐ Yes

☐ No

## 3. Have you tried trade-ins to sell families who already own older houses?

You should. You'd be surprised how many of today's homeowners will consider a trade-in once they learn how to use their present equity to buy a new home. If you use trading to help prospects who come to you, eventually you can use it to reach a homeowner who might otherwise never dream of buying a new house.

☐ Yes

☐ No

## 4. Do you take an interest in magazine promotion houses?

Both large and small builders can cooperate with national magazines to build their community reputation and their sales. Millions of people read about or see these houses and well-planned promotional material is yours for the asking—and using. They are also a good way to check your public's reaction to new features and design ideas.

☐ Yes

☐ No

## 5. Are community facilities convenient to your houses?

Smart builders all over the country are seeing to it that parks, schools, churches, and shopping centers are nearby. Remember that a second-time buyer, especially, is looking for a neighborhood, not just a house.

☐ Yes

☐ No

## 6. Do you make a secret of the brands you use?

You shouldn't. Dozens of the products you put into your house have already been presold to the public by national advertising. By capitalizing on the brand names your customers know, you can build-in point-of-sale merchandising in your model house.

☐ Yes

☐ No

## 7. Are you using "homemade" advertising and publicity?

Today more and more builders enlist agencies to advertise their houses. For small fees (15% of billing) they get the services of men who know copy, art and layout. They get men who are publicity-wise, who know what editors want and how to give it to them. Result: more sales.

☐ Yes

☐ No

## 8. Do you keep in contact with your buyer after he moves in?

If you don't, you're throwing away the best sales asset in the world—a well-satisfied customer. New cars have an unlimited guarantee for a specified time. Can you afford to offer less? Prompt, cheerful repair of any flaw is a bargain when it starts your buyer singing your praises.

☐ Yes

☐ No

## 9. Are you active in civic and charitable organizations in your community?

Confidence in you may well be the beginning of confidence in your house. The builder who takes an active part in the life of his community builds a reputation for his work as well as for himself.

☐ Yes

☐ No

## 10. Will a circus-like show attract people and sell houses?

More than one builder is in sales trouble today because he thought searchlights and pretty girls could replace the irresistible house. Crowds looking for a "free show" are not discriminating, but buyers are.

☐ Yes

☐ No

## 11. Do you dress up your model house?

There's no such thing as a model house that looks too good. You can't sell a buyer until he can visualize the house with himself living in it. Lawns, shrubs, trees, fences—and good furniture—help.

☐ Yes

☐ No

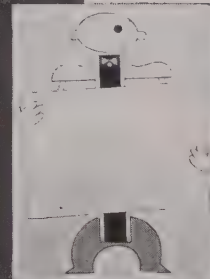
## 12. Do you utilize part of the model house or garage as a sales office?

You can build up prestige, privacy and atmosphere if you set up your salesmen in separate sales buildings, temporary or permanent, apart from the model house. It puts buyers at ease.

☐ Yes

☐ No

**Answers to the quiz above:** 1. Yes; 2. No; 3. Yes; 4. Yes; 5. Yes; 6. No; 7. No; 8. Yes; 9. Yes; 10. No; 11. Yes; 12. No. If you've answered all 12 correctly you excel at good merchandising. Ten correct answers give you a superior rating. You are doing pretty well with eight, but below seven you need to brush up.



Trade marks, well designed and easy to remember, are used in advertising, stationery, signs, etc., to build public recognition of builders.



## You've got to bring the buyers out

### Blow your own publicity horn

The most important thing about publicity—is to get it.

You can't buy it, you have to create it. Houses are newsworthy; your local newspapers and radio stations need and want stories about your houses, your buyers, your firm, yourself. Make news that interests readers and listeners and they'll be out to your house to see what all the noise is about.

Acapulco Derby winners *made* news:

- "Free Moving From Anywhere in the World" hit local news pages, cost little.
- A bull-dozed playfield took children off streets, made friends of parents and editors.
- Model house, used for fund-raising charity tea, was news for weeks, goodwill forever.
- Barbecue contest on model house patio, dramatized outdoor living, made food pages.

In smaller towns, you can know editors and broadcasters, be your own publicist. In big cities, for a fee you can hire experts with news sense and press connections.



Ted Brooks

Television covers model house opening; student tours (right) make talk at home

### Nine rules for publicity releases

1. *Don't jump the gun. Time your promotion so that visitors see a completely finished house in perfect order.*
2. *Don't tie publicity to advertising. When both run the same day (often on the same page), you've sent two men to do one job.*
3. *Get good photography. It costs a little more, but it pays. Not all photographers are experienced in photographing houses. Be sure yours is.*
4. *Floor plans that don't match accompanying pictures make editors mad, usually land in the waste basket.*
5. *For big, or significant, projects, hold a*

*press luncheon or dinner at the development. Supply transportation if needed.*

6. *Be truthful. The editor takes the rap if the material is incorrect or dishonest. Sure, you can fool him—once.*
7. *Small town weekly papers have limited engraving budgets and facilities. Provide engravings yourself when you can.*
8. *Never, never, demand publicity on the strength of the advertising space you buy. They're separate functions; keep them separate.*
9. *Don't expect publicity to sell houses. All it can ever do is get people to look at your product. After that, it's a sales job.*

By J. P. Lohman, whose firm does publicity for a long list of New York and New Jersey home builders and realtors.

### Good gossip features draw model house crowds

A show house will draw big crowds if you have included plenty of "gossip features". To get one woman to tell another woman about your house be sure to give her lots to talk about. Favorable gossip can help you.

Women will be sure to act as your salesmen if you show them a new kind of elevator oven, for example, or the latest built-in refrigerator, the best decorated family room in town, or almost any new feature that is really new and interesting.

But women are smart and won't fall for foolish gadgets that are overly expensive. So keep your talking points sound and reasonable as well as new.

W. Conrad Kimball



Well groomed models draw heavy traffic from adjacent main road



## Smaller builders promote magazine houses, too

Almost any builder can cash in on the publicity of a consumer magazine house. Many smaller builders mistakenly believe that only the 100-house builders can attract the attention of a big magazine. This is not so.

What the magazines want is to be represented in a community by an alert, progressive builder who will do a good job building their house and showing it. So don't wait to be invited. Write to several editors of magazines which have built houses in the past, tell them about your work and send photographs of your best house. But get good photographs, show your best neighborhood and describe what kind of neighborhood you will be building next. Plan far ahead, as magazines often work ten months or more in the future.



Magazine house makes builder part of national campaign, builds local reputation

## How to get the most out of a magazine house

1. Build the house as it was designed. Local conditions may dictate variation in materials but first get approval of magazine and/or architect.
2. Build more than one. Be prepared to duplicate the house if you find buyers who want it. Don't make it a one-time operation.
3. Plan the promotion around a central theme.
4. Set up a promotion schedule and a timetable, and follow them.
5. Show the house to best advantage. Landscaping, furnishing and facilities for visitors should be ready before the house is opened.
6. Cooperate with others interested in the house; i.e. lender, subs, utilities, appliance dealers, etc. Make it a joint enterprise, to amplify the promotional impact of the house.
7. Be ready to sell. Channel your traffic to your sales force as well as to your sales features. Be prepared to quote costs, financing and availability of the promotional house.

## Advertising: how much, where, and by whom?

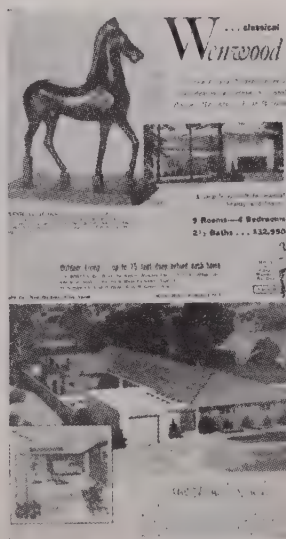
What should you spend for paid advertising?

Consensus of the NAHB convention merchandising session: 1¼% - 1½% of volume for large builders, sometimes less for small operations. Most budgets go into newspaper display space, usually on whatever day the local papers feature "real estate sections." Some builders back up this main effort with classified ads on other days.

Alfred Halper, of Newton Center, Mass., (a Derby winner) used local radio shows successfully. "Spots" are popular on many high-interest local shows.

Most newspapers and radio stations provide copy and art services for small accounts. Use them. When deciding ad size, consider what you must compete against. Horace Williams, Trade-in Winner from Dallas, reminds: "Ads that dominate classified columns, must be much larger when run on display pages."

Where advertising space or time is commissionable, agency services cost the builder nothing, otherwise 15% of billing is usual. (Small budgets may be handled on a fixed retainer basis.) Builders find professionally written ads pull better, and another problem operation is subcontracted to a specialist.



Agency prepared art and ads get more readership



Julius Shulman

Signs are ads, too, should be designed by experts

## How you can best use an ad agency

1. Give the agency the best product you can produce. There's nothing of black magic about advertising; it is just the presentation of a product to people in the market for that product.
2. Don't write your own ads. That's your agency's business. Take advantage of their knowledge and experience.
3. Don't expect good advertising as a regular thing on short notice. Give the agency time enough to do the job well.
4. Don't be arbitrary about size or frequency of ads. A good advertising program should have flexibility to meet changing needs.
5. Don't begrudge the time spent to work out a well-planned program.
6. Don't buy any type of advertising without consulting your agent.
7. Don't expect the impossible. Advertising cannot close the deal (see similar caution about publicity, No. 9 opposite).

Notes by Peter J. McKenna, Wm. H. Von Zehle & Co. NY ad firm, specializing in real estate ads.



## You've got to sell them, once they're looking

### Sell when the customer wants to buy

Retail stores are open at least one night of the week in over 80% of US cities.

The reason is simple: people like to shop at night. The entire family is together, they have leisure time. Home building is now learning that the model house is just as appealing to these families as the supermarket. Often the model house looks more glamorous at night. Walter Tally, in Atlanta (another Derby winner) now sells more houses in the evening than he does during the day. Sampson-Miller found evenings especially valuable for closing sales (you need both husband and wife for the clincher).

#### Two extra sales forces: subs and manufacturers

When Bisanz Bros. opened their model houses in Minneapolis, all their major subcontractors were present to answer technical questions about their particular specialties.

A preopening day meeting with all subs and suppliers was used by E. J. Plott, of Canton, Ohio, to coordinate sales and promotional efforts. Plott's 1955 models featured electric heat, an innovation in Canton, and the local utility had men at the model house to explain the system and to estimate costs.

Pardee-Phillips, of Los Angeles, one of the two national winners in the Acapulco Derby emphasize nationally advertised products in their houses by using signs inside and outside the model house with an "as advertised in LIFE" theme. Manufacturers spend millions of dollars to "presell" their products. Smart merchandising men say you can put this advertising to work selling your houses if you use "as advertised" displays.

### Model house tips from Chicago

Model house ideas reported from the merchandising session at the 1956 NAHB convention:

1. *Furnish your model at your own expense. Furniture stores, on cooperative deals, tend to overload rooms, make them look smaller.*
2. *Label all "extras" not included in the basic price clearly and specifically as extra cost items.*
3. *Hire cleaning help. Salesmen often ignore maintenance chores.*
4. *Use signs and/or tape recorders to point out features easily overlooked.*
5. *Redecorate as often as appearance requires. Don't let anything get rundown.*

Photos: Bob McGinnis; C. F. Rank



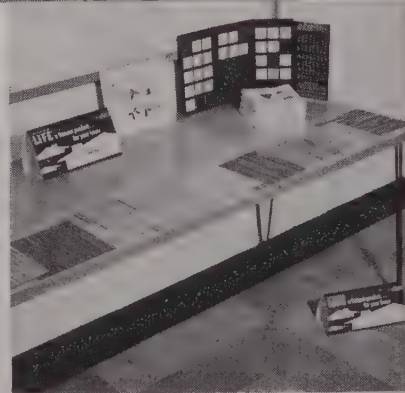
*Glass walls in model house give viewers unique look at every room from outside.*



*Night lighting can be dramatic, makes house stand out, background disappear.*



*Meeting of subs, salesmen and others on team before opening lets each share in planning promotion.*



*Product displays feature familiar brand names, take advantage of buyer's confidence in them.*



## Ring the cash register at the sales office

Closing the sale is the toughest part of selling—and the most important.

Dignified and private facilities for buyer and salesman are so important to Pittsburgh's Sampson-Miller that they built a \$23,000 sales office to serve their Garden City project (H&H, Jan. '56). When the project is completed, the building will be torn down.

Bill Levitt's huge office at Levittown, Pa. has been promised to the town as a community building when the housing program is finished. Other builders are considering dual-purpose sales offices (right, above) that can later be turned into commercial property.

### Sales office provides extra display

The sales office doubles as a showcase for educational exhibits on materials and construction and for dramatizing neighborhood facilities (often the clinching factor with second time buyers). Arnold Halper installed a map of his property, with buyers' names and ages of children, so prospects could know in advance who their neighbors would be.

But what about the smaller builder? His office often must be the model house itself. Leonard Bisanz partitions off his basement, with displays of products and materials mounted on the walls. Heated, attached garages can double as sales space without infringing on the free passage of viewers through the model. House-trailers provide mobile office space that can serve the small volume builder.

When large crowds make personal attention impractical, informative literature can be handed out. This should explain terms, financing, utility costs, etc., and ask the reader to return for more, or fuller, information.

Photos: Jos. Alperin; C. J. Larsen



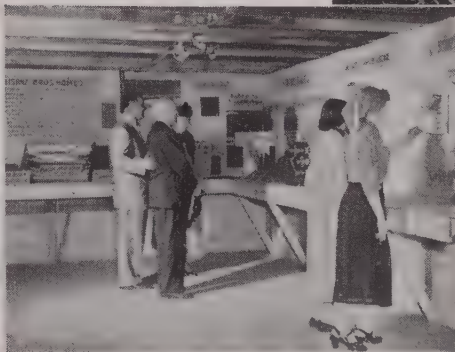
**Sales office**, on busy highway, will be turned into medical center for community. Smith & Williams, architects.



**Play yard** behind office is good place for kids while parents are house hunting.



**Visual exhibits** feature house renderings, answer many questions prospects ask.



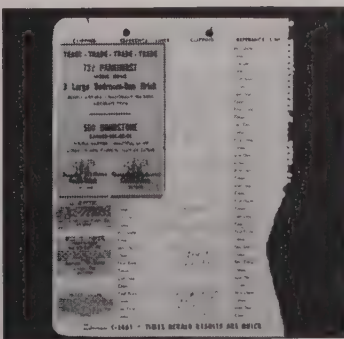
**Basement display** is easily set up, may be used by even smallest builder.

## Who wants to trade?

Smart merchandisers do. The trade-in as a sales tool is catching on so fast that the 1955 Merchandising Derby set up a special classification for builders who trade.

"We took trade-ins worth a half million dollars on new house sales of just over \$1 million," said Detroit's Joe Slavik. "We only had to pick up one purchase option on 80 potential deals."

Builder Horace Williams, in Dallas, built and sold six houses in 1955. He



**Ad Scrapbook** comment, "good," is evidence of trade-in sales.

says: "Three of the six were sold with trade-ins. We sold the properties we took in without having to accept a penny in second liens or personal notes and the net profit on each deal was greater than that on our VA and conventional sales."

Another Texan, W. W. Van Der Heck, of San Antonio, appraises his first year's experience: "Twenty-five per cent of our sales were involved with trades. We find, to our surprise, that we made an additional profit on every single transaction. Our volume has increased 100% since we started trading, one year ago."



You've got to keep them sold, and start them selling their friends

## Turn complaints into good will

Keep your buyers satisfied.

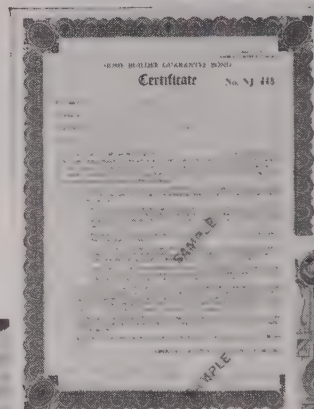
Once the home buyer has moved in, too often his only contact with his builder is to phone in a complaint. But when repair service is fast and cheerfully made, you've gained a booster.

Sampson-Miller's complaint system is newsworthy. The steps:

1. On move-in day, a service expert checks everything in the house with the buyer, notes every flaw, has buyer sign report.
2. Call-back in 30 days is made by service truck. First list is checked, anything overlooked is fixed on the spot.
3. Six months later, final check is made for flaws that may have been late in turning up.
4. Guarantee on workmanship and products is for full year, but adjustments will be made beyond this if good will is involved.

Best advice: don't be arbitrary about repair deadlines. You need boosters more than you need to win an argument.

*Checkup visit makes sure entire home is ship-shape and customer is satisfied with treatment.*



*Warranties are frequently used, often are issued through local Home Builder Association office.*

## People buy neighborhoods

Second-time buyers want more than just a house. They buy neighborhoods, a whole new way of life.

For the small builder, this means keeping to locations that have desirable schools, churches, shopping, recreation, etc. For the volume operator, it may mean helping to provide these facilities in, or near, your project. A donated site (Edward Miller, of Tacoma) can provide a public library or new church, which buyers want to be near.

Swimming pools and community buildings were used by Derby winners from California to Massachusetts to add sales appeal. Others help buyers in their projects organize civic groups to spur local governments to act on neighborhood improvements.

Comments one big builder: "We sell our home buyers basic shelter, yes; but in addition we sell them investment, neighbors, playmates for their children. We sell stores in which to shop, schools in which to learn, churches in which to worship. In short, we sell a way of life."



*Church in Tacoma is on builder-donated site, adds to desirability of entire area.*



*Firehouse dedication had builder back as chief speaker year after project sold out.*

*Swimming pool, owned by, and reserved for, local residents is popular sales feature.*



## Help your buyer feel at home in his new house

Brand-new home buyers are apt to be changeable. They've just altered their whole way of living and often are not sure they like it.

Successful merchandising smooths out these new problems for them, creates a community out of a group of houses, and builds an unpaid sales force. Walter Tally made a positive asset out of raw looking front yards by sponsoring a contest for best site improvement. Leonard Bisanz holds a country club party for all buyers in each block, so they can get acquainted, and sends gifts to every baby born to residents. Reprints of national and local publicity are sent to all, with a note: "Look what they're saying about your house."

Fred Swanda was also a sponsor of builder-paid-for get-acquainted parties for groups of new buyers of his Tulsa houses.

Photos: Pittsburgh Press, Julius Shulman, Industrial Photographer



**Total strangers** become neighborhood friends at builder-sponsored parties

## What do your fellow citizens think of you?

The answer to this question is more important to a merchandising program than you may think. The point: men who throw themselves into community work build up friends and people like to buy from friends. Derby winners like Clarence Gosnell, E. J. Plott, Tod Sloan, Tom Mastick and Arthur Ehrlich are as widely known in their communities for civic, charitable and religious activities as for the houses they build.

One Virginia builder, after the NAHB convention merchandising session, marveled:

"You realize what a wonderful thing it is when a builder is appointed to a planning commission, when you remember that such commissions in the past were usually set up to protect the community against our industry."

Service to the community is the mark of a responsible, mature, industry.

**Young boosters** put builder on sports pages. He backed team.



**Civic parade** is another chance to show model house

## To sum up:

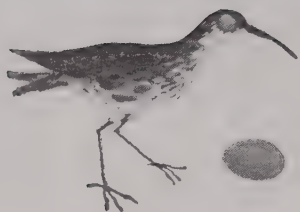
LIFE Publisher Andrew Heiskell, summarizes home building's merchandising problem:

"You are not yet at the stage where your development is going to be controlled by marriage or birth statistics, or anything like that. You can still develop to a large extent by virtue of your own efforts and by virtue of your own intelligence.

"In each community the leaders of the home building industry have got to make extreme efforts—far greater than leaders of other industries—to take an active part in the community. In today's world, it is those who build a reputation through action at the community level who also build a reputation for whatever work they do. Your industry must do a terrific job of merchandising not only the product, but the reputation of the builder and the manufacturer," / END

30 house roundup continues on next page





**Long gallery** runs beside living areas. Its walls, like all glass used in house, have louvered panels to catch breeze. Redwood, terrazzo, marble. Tennessee cragmar and glass are used throughout.



**Master bedroom** (below) is decorated with texture, rather than pattern, has quiet richness in keeping with architecture of house. It is reached through dressing room and bath (reflected in mirror, left).



Ronny Jaques



**Kitchen** boasts double helping of appliances to serve formal and informal dining areas, dining terrace as well. Island holds range units, has side flaps to enlarge it. Birch cabinets have circular shelves, sliding racks.

## A house for Florida . . . shows a flair for fashion

A sure sense of style unifies and enriches this serene ocean-front house. First of all, it ties together the house and its site, then incorporates the interior furnishings into the over-all plan.

A sandpiper that appears and reappears in the decor symbolizes the coordination. When *Town & Country* featured the house, they called it the "Sandpiper House."

Tile floors, redwood and large glass surfaces are completely contemporary, yet the house has the elegance of another day, achieved by simplicity of design and richness of detail.

An interesting note—the architect repeated the rough cragmar of the exterior on an inside hearth—but it was highly polished, in keeping with the elegance of the decor.

ARCHITECT: Wahl Snyder  
BUILDER: Ed Ricke  
DECORATOR: Harbor House Interiors  
LANDSCAPE ARCHITECT: Frederic B. Stresau  
LOCATION: Miami Beach, Fla.



**Architects' plan** separates entertaining and living areas for privacy. Den serves as third bedroom—redwood door slides on track, closes off entry and patio. Garage has two entrances so drivers need never back up.



**Exterior** was designed to fight Florida sun; white roof is vermiculite; walls and paving, Tennessee cragmar—a stone whose colors range from gray beige to deep mulberry, helps offset glare.

**Semiroofed patio** faces ocean, is completely screened (even between redwood roof beams)

Photo: courtesy of Town & Country







**Living room** is almost entirely glass except for the massive stone fireplace, which balances glass areas

## Sun, sea and sky are part of the plan



**Floor plan** puts halls to work with desk, record storage, closets, and has built-ins like woodbox, vinyl counter in breakfast room. There's room in lower level for expansion.

This house's reason for being is its location—and the architects have wisely subordinated all else to get every inch of value from a good view.

Elegant in detail, the house evidences a sophisticated enjoyment of natural materials in its repeated use of stone, log columns and plywood walls.

Color is a unifying element. The soft color scheme, taken from the outdoors, flows serenely through the house, with bright touches in pillows and accessories. Each room is in harmony with the next, and all are in harmony with the site.

The lower level, with an "outdoor" room, whose "walls" are marked by log columns, and large storage areas, provides breathing space for future expansion. (Lower level not shown on plan, left).





Den is a book-lined balance to the glass-walled living room. Sliding doors close it off to serve as a guest room.

Photos: Dearborn-Massar



Sun deck is an unpretentious platform for enjoying the sun and air. Another deck faces in opposite direction so sun-bathers can always avoid wind.



"Formal" dining area (left) is accessible from kitchen via pass-through. Bamboo screens the bright sun.

ARCHITECT: Tucker & Shields  
BUILDER: A. Nelson & Son  
LOCATION: Yokeko Point, Anacortes, Wash.



Kitchen (right) has a peninsula sink. Large enough to handle heavy load of entertaining, it opens on informal dining area and sun deck.



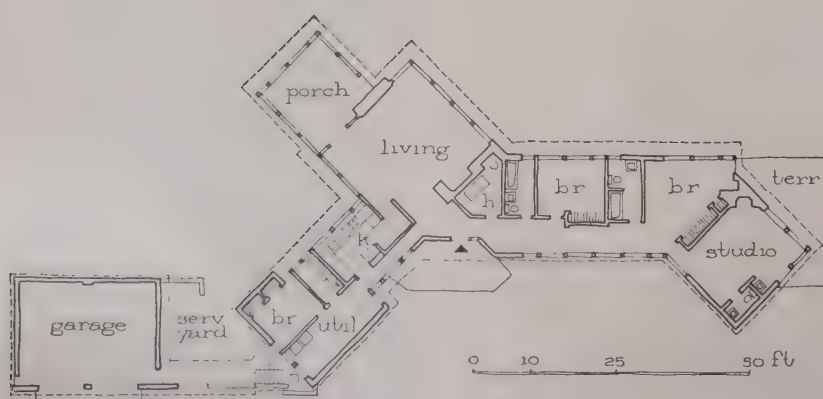
Photos: Gottscho-Schleisner



Living room "furnishings" depend largely on architectural structure—eastern stone, polished cypress ceiling, precisely defined windows—for interest. Built-in sofas save valuable floor space.



## Ship-shape precision marks this many-angled house



Layout shows how angles are used: service yard is tucked into space between house and garage. Studio doubles as guest bedroom. Utility areas of kitchen are cut off from view.

The plan of this house sets "boxes" at angles to accomplish two things:

1. It gets maximum light and view for every room.
2. It saves fine old trees, which fit into the pockets created by the angled rooms.

One of the most exciting features of the house is its use of built-in—which almost eliminate need for free-standing furniture. Some built-ins are used as dividers, too.

The living areas of the house face west in order to get the view (and the breeze) from the adjacent lake.

The house rests on a slab. At no point is the foundation dug more than 18" —and the entire under side of the house is a return air plenum. Heating system is forced warm air.





*Clean-cut lines, polished wood, built-ins, economical use of space, give this interesting house the trimness of a taut ship. Its sleek exterior contrasts with wooded setting.*



ARCHITECT: Edgar A. Tafel  
 BUILDER: Daniel Tobin  
 SPECIAL MILLWORK: John T. Lyman  
 LOCATION: Ridgefield, Conn.

*Master bedroom needs only beds and chair to furnish it completely. Built-in head board, dressing table and closets are spacious, carefully planned, make small room act like a much bigger one.*





*Living room seen from entrance has uncommonly spacious feeling, remarkable in a house of only 800 sq. ft.*

## Puzzle: can you spot the five best-selling features?

All this is packed into a house that sells for less than \$12,000:

1. Floor-to-ceiling fireplace wall.
2. Floor-to-ceiling window wall (with door leading to paved terrace).
3. Sloping ceiling with beams in sharply contrasting color.
4. Pass-through to kitchen with snack bar.
5. Built-in kitchen appliances (gas range and oven with hood and ventilating fan, garbage disposer, refriger-

erator-freezer combination).

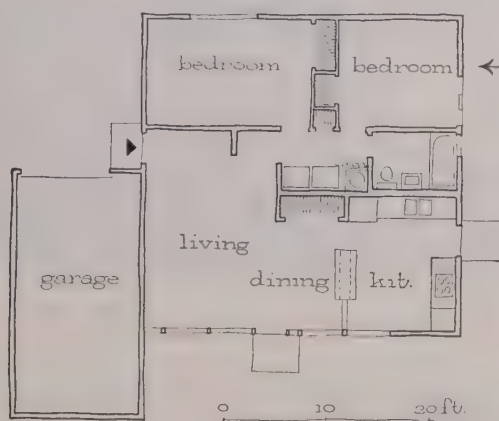
Result: "Phenomenal sales now. Before extra features were added sales were indifferent," the builders report. Not only that, they say, but buyers now average considerably higher earning power than earlier. This makes it easier to process mortgage applications. Today most houses in the project are sold on FHA rather than VA terms.



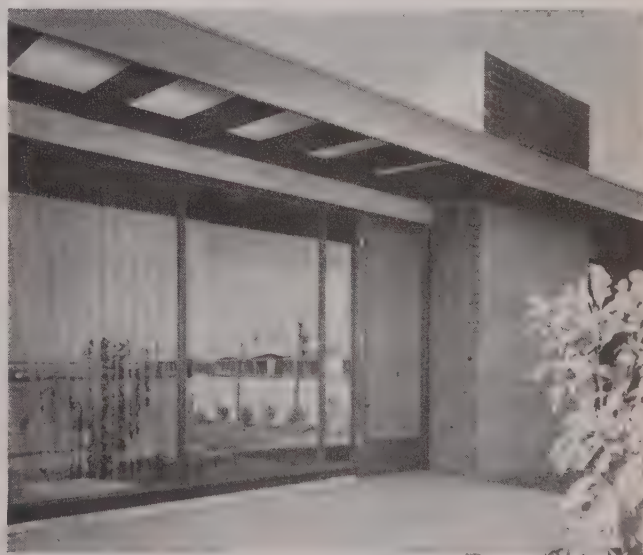
BUILDER: American Homes Co.  
 ARCHITECTS: Anshen & Allen  
 LOCATION: Broderick, Calif.



*Front of house has clean lines, landscaped lawn, fencing to lot line. This side of house contains the two bedrooms.*



*House is 28'-3" x 28'-3" square, plus carport. Two-bedroom house sells for \$11,750 (three bedroom, two-bath version costs \$13,100).*



*Indoor-outdoor living is provided by terrace off living room at rear. Window wall reflects fencing around back yard.*

*Built-in laundry is provided in hallway where it serves convenience, saves space.*

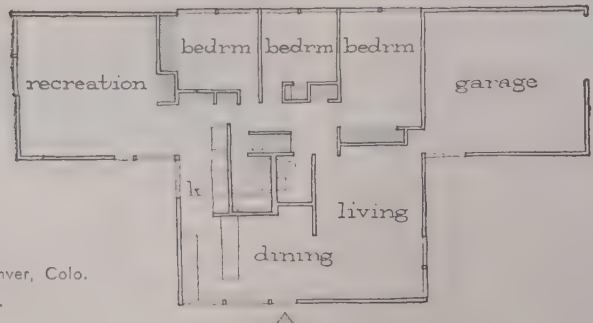






**Panelized exterior** simplifies construction, looks neat. Garage at right, with recreation wing, left. Windows and glass doors have sliding aluminum frames

## Here's a house with "everything"



ARCHITECT: Joseph Marlow, AIA  
 BUILDER: Gamble Building Co., Denver, Colo.  
 LOCATION: Colorado Springs, Colo.

**Tidy plan** gives option of recreation room and/or garage at either side. Living space is 1,450 sq. ft.

An imposing backdrop of Colorado's Pike's Peak is just another added attraction to this house whose builder offers an unusually wide array of features.

For a starter, the cost of this 1,450 sq. ft. house is \$16,646. Then here are some of the stand-out items included:

Gas-fired incinerator in the utility core that houses the 1½ baths.

All copper plumbing—the cost was lowered by keeping it all in a small area.

Built-in TV antenna and three plug-in jacks in the living room.

Three 220 v. outlets for clothes dryers, air-conditioners, and 26 duplex plugs.





*Long kitchen has built-in range, oven, is open to dining area. Hanging cabinets, big windows lend spaciousness.*

*Living room, open to dining area, accents the clean and simple plan of the house. Light fixtures are big sales items.*



for \$11.48 per sq. ft.

Exhaust fans in kitchen and both baths.  
Electronic control of perimeter heating.

Maple flooring in the recreation room  
for dancing and playing.

Using a basic floor plan, the builder-architect team offers a number of simple but effective variations of this house. The plan can be flopped for kitchen at right or left. Garage and recreation room are optional, can be had on either side.

Roofs may be either truss or rafter construction. In the truss roof, a higher pitch than the rafter, truss members are bolt and ring-connected for optimum strength.

About 50 of the houses have been sold. Price of the house with recreation room and no garage is \$15,446 (\$10.65 per sq. ft.). With garage only: \$14,846.

Photos: Guy Burgess



*Two roof types can be had: truss construction (left) or low-pitch rafter roof. Garages (foreground) have work area and built-in work benches.*





**Carport** is on side of house, not in basement. Result: no drainage problems, no cold bedroom floors, and a long and low house silhouette

## Split level design gives new twists to popular plan-type

By taking the garage out of the basement, Architect Joe Salerno produced four major variations on the usual split level plan:

1. He put the playroom partly underground, thus made his house look lower and longer.
2. He gave his living areas direct access to the garden.

3. He put the car near the kitchen and on the same level with it.

4. And he avoided the usual drainage and insulation problems that go with basement garages.

You can find plenty of other fresh ideas about split level design on these two pages. Most importantly this house shows how handsome a split can be.

Photos: Pedro Guerrero



**Shed roof** bridges change in level gracefully, thus unifies the house. Retaining walls simplify grading.



**Central kitchen** controls all areas of the house. Funnel-shaped exhaust stack serves both fan and flue (right).

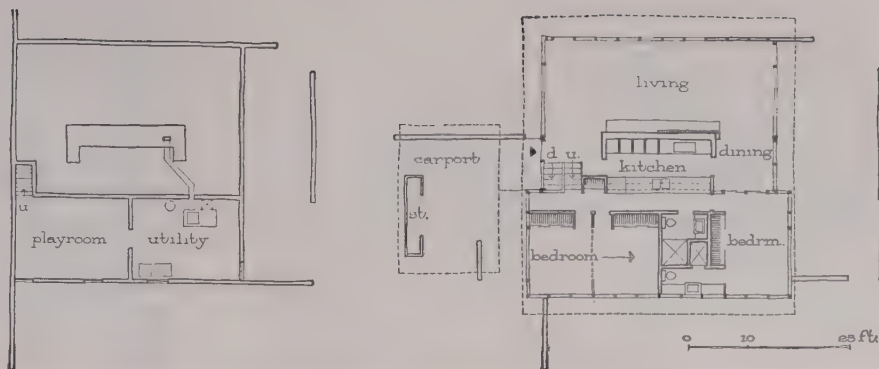


**Fireplace hood** is front half of exhaust stack which contains flue as well as fan to remove kitchen smells.



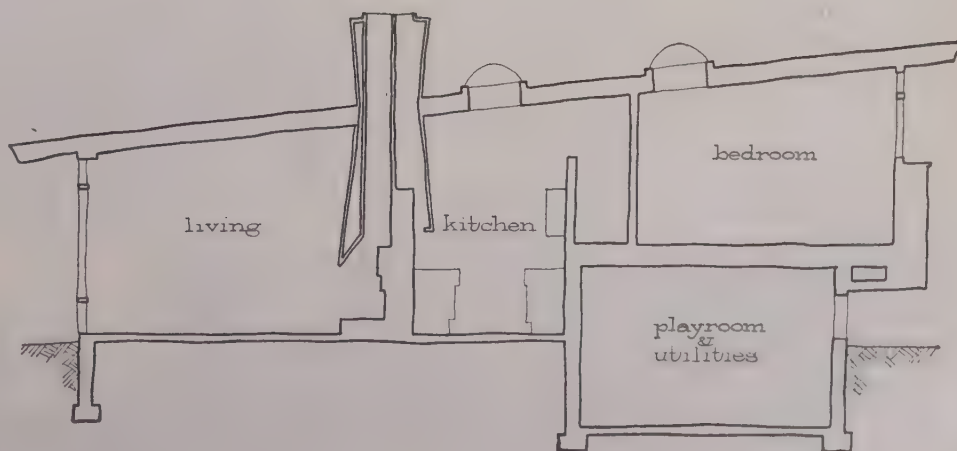
ARCHITECT: Joseph Salerno  
 GENERAL CONTRACTOR: Nicholas Del Torto  
 LOCATION: Port Chester, N.Y.

**Novel plan arrangement** shows kitchen in controlling position, stairs pushed to one side (to keep circulation out of living area), carport next to entrance.



**Siting of house** was worked out to give living areas direct access to rear garden. The lot is only 85' wide by 150' deep.

**Section** explains how lowest level was dropped to put living area on grade with garden. High windows give ample light to playroom. Cantilevered bedroom floor further emphasizes horizontal lines of street facade (see opposite page).







*Sliding glass doors open from multipurpose room on to paved terrace. Room can serve as dining room, as shown, or as family activities room*

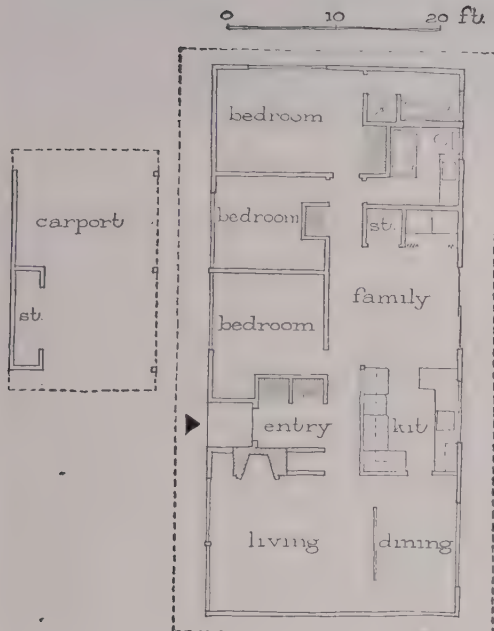
Even a small house can have a big multipurpose room

*Carport with storage unit is at side of rectangular-shaped house, handy to single entry*





BUILDER: Barth & Watchie  
 ARCHITECT: Gene Zema  
 LOCATION: Seattle



**Excellent traffic flow** is possible with this floor plan. House is only 23' x 52' but includes two full baths, covered entry and front closets, two large living areas. Laundry is close to baths and bedrooms, its noise far from living room.



**Kitchen merges with multipurpose room, which borrows space from the hall**

Here's evidence that a house of less than 1,250 sq. ft. can have a full-size family room.

What's more, the family room in this straight-forward design is better located than most. It has sliding glass doors opening on patio and play area to rear. This makes the patio of more use to all the family, a happier arrangement than locating it off the formal living room. Furthermore, the distance from family room to living room assures that you don't have to watch TV in this house if you don't want to.

This model, the Saratoga, sells for \$14,600 on a third of an acre lot. Features include: perimeter heating, built-in kitchen fan, fencing, and large paved terrace.

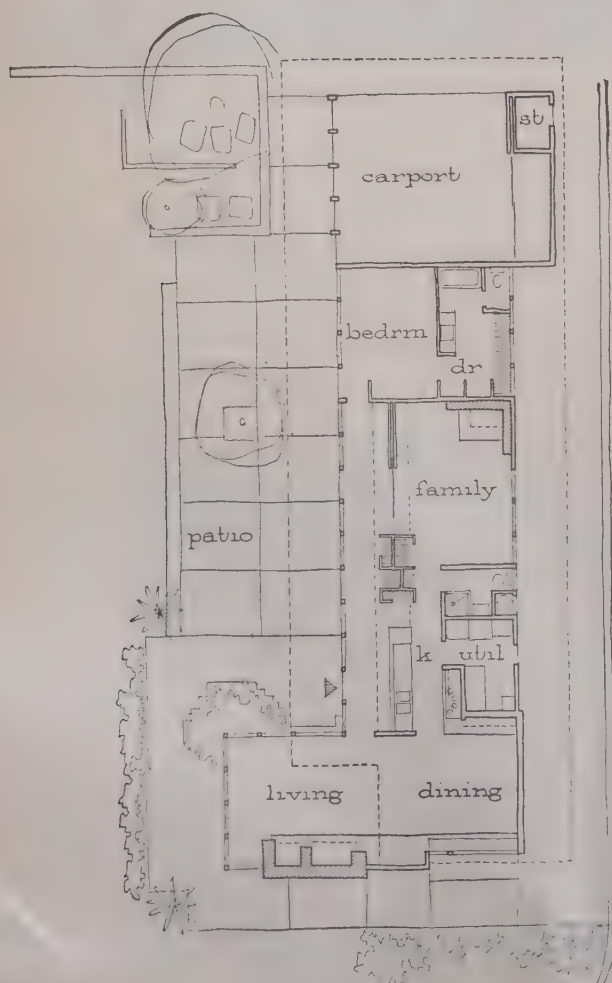
**Massive fireplace wall of used brick, only masonry wall in house,** makes living room quieter and better looking. This room's distance from noise sources is unusual for a house this size.







*Working hall, lined with storage, solves traffic problem of in-line plan, adds extra space and a two-way view*



**Straightforward plan** strings rooms in a row to get maximum outdoor living space on a narrow lot. But attractive hall, shoulder-high walls and a breathtaking view prevent any box-like feeling. Living areas are well out of traffic zone.

## A house-long hall stretches this plan to fit a narrow lot

Fitting a small house to a narrow lot can be a problem—or a challenge. Here's an imaginative answer to the problem—a house that totals 1,800 sq. ft., but packs livability into every inch of its space.

Even the dressing room-bath layout is divided to make full use of space—and clever built-ins keep movable furniture to a minimum. For instance, a rolling cart used on the terrace fits right into the kitchen storage wall when it's not being used.

Glass walls add visual space to the house—and they are helped by a good view and an ample terrace. The house is further enlarged because its architecture, colors and furnishings are similar throughout.





*Open kitchen is treated as part of living areas (utility section is closed off, a practical approach to open planning). Housewife has view and can see into . . .*

*. . . dining area. Stone and glass walls are used for ornament and pattern, so furnishings are kept simple. Plant box brings outdoors into room.*



ARCHITECT: Roger Lee  
BUILDER: C. M. Teigland Contr. Co.  
LOCATION: Lafayette, Calif.

*Narrow side of house faces street. Walk at right leads to patio, and then to living areas*



*Built-in units (like this hi-fi), utilize every inch of space. Low, cushioned bench extends the hearth line, is another space-saving feature.*



*Study-den-guest room has another fireplace and sliding walls to close it off from hall. Use of cork flooring throughout (with area rugs for texture interest) unifies the house.*





Walter Daran

## ROUND TABLE EXPLORES COLOR

... one of your best merchandising tools

How can builders make more and better use of color to sell more houses?

How can the paint makers play a bigger part?

What about the kitchen in color?

How can builders and manufacturers work together to make better color cost less?

First answers to these and many other color questions are given by a Round Table sponsored by HOUSE & HOME. At the Round Table were architects, color consultants, builders and prefabricators and also spokesmen for the makers of

paint; wall coverings; kitchen cabinets, surfaces, and appliances; and bathroom and lighting fixtures.

One major purpose of the meeting was to help appraisers reflect the values added by color more accurately in their valuations. Consequently, both FHA and VA sent official observers to listen in on the two-day discussions. The full report follows on the next seven pages.

### The Panel

#### Architects

JOHN HIGHLAND, past chairman  
Home Building Industry Committee,  
American Institute of Architects

L. MORGAN YOST, chairman  
Home Building Industry Committee,  
American Institute of Architects

#### Home builders

ROBERT P. GERHOLZ, past president  
National Association of Home Builders  
LEONARD HAEGER, technical director  
Levitt & Sons, Inc.

RALPH JOHNSON, technical director  
National Association of Home Builders  
ANDREW PLACE, trustee  
NAHB Research Institute

#### Prefabricators

JAMES PRICE, president  
National Homes, Inc.

CHARLES SWAIN, vice president  
Midwest Houses, Inc.

#### Government

NEIL CONNOR, director  
Architectural Standards Division,  
Federal Housing Administration

DEANE B. JUDD  
Photometry & Colorimetry Section,  
National Bureau of Standards,  
U. S. Department of Commerce

#### Color consultants

FABER BIRREN, president  
Faber Birren & Co.

HOWARD CLARK, president  
Quantacolor Co., Inc.

CARL FOSS, director  
Munsell Color Co.

JOSEPH P. GAUGLER  
Colorhelm, Inc.

WALTER C. GRANVILLE, ass't. director  
Department of Design  
Container Corporation of America

HOWARD KETCHAM, president  
Howard Ketcham, Inc.

W. SHREWSBURY PUSEY, consultant  
Small Homes Council, University of Illinois

BEATRICE WEST, president  
Color Inc.

#### Paint

B. F. AMES, general sales manager  
Maas & Waldstein Inc.

RICHARD S. BENNETT, president  
Bennetts'

FRANK P. CONNOLLY, president  
John W. Masury & Son, Inc.

J. W. DUNCAN, manager, Paint Sales Division  
National Gypsum Co.

R. A. O'HARA, manager, Trade Sales  
Pratt & Lambert, Inc.



# To cash in on color, builders and suppliers must learn much more about each other's progress

## Round Table report:

Coordinated color is one of the most exciting new sales tools ever offered to our industry.

Coordinated color can be a great help to manufacturers in selling more products into the house. It can be a great help to the merchant builders in selling more houses. But the use of color can be as dangerous as it is exciting, for there are as many ways to use color badly as there are ways to use color well.

Except for a small fee for good advice, it costs not a penny more to use color well than to use color badly.

**It is easier than ever to use color well, for so much better colors are available and we know so much more about the principles of good color use**

So our first advice to home builders is "Get expert color guidance from a color-wise architect, color consultant or decorator—or else stick very close to the stock color combinations recommended by the manufacturers.

And our first advice to manufacturers is: "Help the builders in every way you can to make the use of color easier. Otherwise, you may find builders backing away from color, mortgage lenders discouraging its use, and appraisers discounting it in their valuations."

**Rightly used, color is one of the best ways to add value to the houses you build and improve their marketability**

FHA, VA and other appraisers need not hesitate to reflect that greater value 100% in their appraisals.

Again and again our Round Table has revealed:

1. How little the builders know about color,
2. How little the manufacturers understand about home building.

Few builders know about the postwar revolution in color and paint.

Few manufacturers understand the postwar revolution in home building and home finance.

This lack of mutual understanding suggests the scope of our report:

*Part I. Some advice to the builders about color and its use. Why are today's paints so much better? How should wallpaper be used? Where should fashion colors be used? And what to do about color in the kitchen.*

*Part II. Some advice to the manufacturers about the revolution in home building and how not to kill the goose that can lay the golden egg.*

*Part III. Here, we can consider the economics of color and how to get the cost of color down.*

HARRY B. MARTIN, corporate advertising manager  
Benjamin Moore & Co.

N. A. MASON, manager, Maintenance Sales  
Pittsburgh Plate Glass Co.

E. P. PETERSON, assistant manager, Trade Sales  
National Lead Co.

C. R. SMEDLEY, director, Color Research  
Glidden Co.

WILLIAM M. STUART, president  
Martin-Senour Paints

N. E. VAN STONE, vice president  
The Sherwin-Williams Co.

## Surfaces (including plastics)

WILLIAM A. LANG, director, Design Research  
Department  
Monsanto Chemical Co.

C. B. LEAPE, Micarta Division  
Westinghouse Corp.

J. J. PYLE, manager, Eng. Laminates & Insulated Products (Textolite), Plastics Division  
General Electric Co.

JOHN WICKS, manager, Decoration & Display  
Armstrong Cork Co.

## Lighting

E. W. COMMERY, vice president  
Lamp Division, General Electric Co.

## Producers

J. K. KAY, director of merchandising  
Refrigerator and Freezer Department  
Frigidaire Division, General Motors Corp.

F. E. O'CONNOR, general manager  
Geneva Modern Kitchens Division,  
Acme Steel Co.

F. W. PERL, manager, Industrial Design Section,  
Appliance Engineering Department  
Westinghouse Corp.

C. W. THELEEN, manager, Customer Relations  
General Electric Co.

## Wallpaper

R. M. BALDWIN, manager, Wallpaper Department  
Devco & Reynolds Co., Inc.

JOSEPH ROBY, managing director  
Wallpaper Council, Inc.

## Plumbing

R. S. WYLIE, manager, Plumbing Products  
American-Standard Plumbing & Heating Div.  
American Radiator & Standard Sanitary Corp.

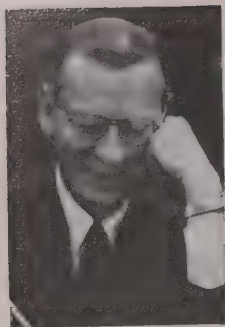
## Moderator

P. I. PRENTICE, editor and publisher  
House & Home



## Part I: Advice to builders

### 22 simple, basic suggestions to help builders use color better



Bennett: Coordination is up to the builder.



Swain: Neutral colors help make a house seem bigger.



Granville: People want strong contrasts today.



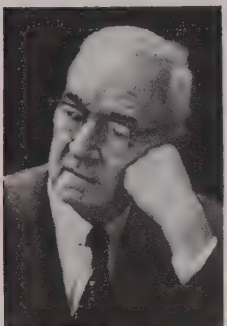
Pusey: A house without color is no more complete than a house without a roof.

1. Don't try so hard to get colors to match. It is usually impossible to match colors in different materials, and often impossible in the same material. Use contrast instead.
2. Don't use colors so nearly alike that the eye is not sure at a glance whether they are meant to match.
3. Don't do any room all in one color—not even a kitchen or a bath. Most rooms will be most pleasant if at least four compatible colors (including the furnishings) are used—one an accent color.
4. Use the same color in adjoining rooms to "borrow" space and make small rooms seem bigger. For example, with small bedrooms paint the hall the same color.
5. Color harmony depends not only on the colors used but also on the absolute and relative size of the areas covered with each color. People can stand only so much area of bright colors. A beautiful mosaic enlarged ten times becomes garish. A small spot of bright red against a gray background is much more pleasing than a small gray spot against a bright red background.
6. Small amounts of slight contrast are the easiest harmonies. Strong contrasts should be ventured only with expert guidance.
7. People tend to like the color combinations they are used to. Just about the safest color combinations are those we see all the time in nature.
8. Remember that neutral colors make the best background for a greater variety of special treatment.
9. The two safest colors to use are a neutral gray and a beige, with the latter preferable when a good deal of natural wood will show. Either of these colors will make a good background against which many other colors can be used as accents.
10. Use neutral colors to make a room feel bigger. Any strong color makes the walls seem nearer. Emotionally, the largest builders' house is already too small. You can create emotional spaciousness by using light colors.
11. Never use strong colors for large areas where they will be hard to change. Colors that catch the eye in a showroom are not always colors people would want to live with.
12. Don't sell white short as a color. It is still one of the very best.
13. Don't hesitate to use lighter colors on the floor. They often help.
14. Remember that dark colors tend to show up any imperfections in your walls and ceiling—especially as their gloss increases.
15. Try to put any dark or saturated colors you use for impact on the wall opposite the window. But even there your color should usually have a reflectance of 40% or better.
16. Remember dark outside colors absorb sun heat and make the house harder to cool. The roof is the worst place to use dark colors, for the roof gets the most sun radiation.
17. Don't expect dark exterior paints to weather as well.
18. Remember that color and light are inseparable; colors change when the light changes. Don't finalize any color combinations until you have seen them under the light under which the colors are to be used.
19. Use light colors for counter tops, especially in bath and kitchen. Their reflections are an important part of your lighting system; they provide the lighting from below. Pink reflected light is the most flattering.
20. Don't use ordinary cold fluorescent tubes in a color kitchen. They will change all the colors, usually designed to look right under daylight.
21. Exterior color harmony along the street is as important as color harmony on the individual house. It gives the buyer his first impression of your development. The smaller your lots the more important this color harmony becomes, and the more alike your houses are the more important it is to get good variety in their color.
22. Don't upset a good color harmony just to get a better price on some item. If the price bargain is so good you can't pass it up, get your color consultant to review the color scheme.





Smedley: You can apply most paints with a spray gun.



Van Stone: All reputable paint companies make good products.



Gerholz: Today's paints are much better.



Baldwin: Wall coverings are a way of selling prefabricated decoration into the house.

## Today's paints are better than ever . . . so why not use them more

All of us—architects, builders, prefabricators, color consultants and manufacturers alike—agree that today's paints are very much better than prewar. The paint manufacturers go further. They say paints have improved more in the last ten years than in all previous time.

In fact, paint progress is so rapid it is almost impossible to set paint standards today which will not be obsolete tomorrow, and the Government's own paint-buying standards, although excellent, are always behind the times.

### **Almost everything about today's paints is different except the name**

Titanium has been introduced into outdoor paints. Indoors, the popularity of new alkyd resins and rubber bases in the existing house market suggests the possibility of more extensive use in the new home market.

Today's paints go on easier, cover more area per gallon, weather better, wash better, stay white longer, offer more colors, stay sunfast longer. They are easier to repaint and relatively speaking they cost less. More specifically:

Outdoors, titanium makes today's white paints chalk more uniformly, retain

their whiteness better against fumes and soot. They crack and scale less than straight lead and zinc, accumulate less dirt, and so require less preparation labor for repainting. They can be covered over with new one-coat paints (which might be better known as "repaint whites") which dry with a high luster.

New colorants permit many more sunfast outdoor colors. New synthetic resins and powders permit accent colors that retain their brilliance and luster. New nonchalking varieties of titanium help maintain color.

Also available are new stains of greater color permanence and greater color variety, new flat paints with great color stability for shingles and new special paints for masonry and stucco.

Indoors the new alkyd flats produce a more durable finish with better washability and better color and gloss retention. New latex paints can be thinned with water and applied very easily with brush or roller coater where their gloss is not an objection and a wide variety of colors is not needed. These latex paints are hard to beat for long wear and washability, and on exterior walls they do double duty as a vapor seal.

## Wallpaper makes varicolored effects easy

Wallpaper is the other good way to color the walls. With its factory-applied design, texture, and color it was, in fact, just about the first prefabricated component offered to our industry. Its quantity production makes economical many varicolored effects.

For a time the wallpaper industry seemed likely to provide a classic example of how to lose the replacement market by neglecting the new house market which, though smaller, sets the

style. But now wallpaper is staging a comeback with new promotions and new designs that suit today's new houses.

A generation ago most rooms were papered, with the same paper used on all four walls. Today, patterned papers are used mostly for accent on a single wall, with the other walls either painted or covered by a plainer paper. Good color combinations for this use of two papers in the same room are worked out and recommended by the makers.



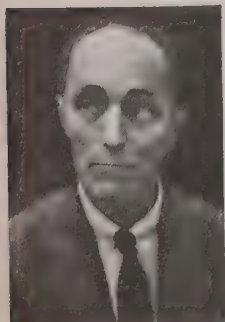
## Don't worry so much about matching colors



Highland: We need a color language no one can misunderstand.



Johnson: We get along best with English.



Clarke: Women will go hog wild on drapery colors anyway.



Price: The whole thing is so confusing, you experts can't even agree yourselves.

The builders' constant plea was for help in making colors easier to use. Again and again they asked the manufacturers and color experts to get together on one simple language of color.

This insistence on a new and simple language often puzzled and baffled the manufacturers and color experts, who explained not once but many times that they already have good languages of color—the Munsell system, the Ostwald system, and various manufacturers' systems which are understood by all color experts and manufacturers and can easily be translated one to another. The Munsell system, for example, identifies 10,000 colors with whole numbers, 10,000,000 colors with decimals. The color combinations possible with 10,000 colors run up into the billions.

**This matter of "another language" is the one point on which it proved most difficult for the architects and builders to communicate with the color experts and manufacturers**

Perhaps what the builders really wanted when they called for a simple language was an easier way to get colors matched. To such a plea the manufacturers would have replied that from their point of view the most important single agreement the Round Table could reach would be a recognition that matching colors is impossible without broad tolerances and in any event is unimportant and frequently undesirable; that even identical colors will look very different in different materials and most colors change under changing light.

## Fashion colors should be used only where they can easily be changed

The problem of color in today's house breaks down into two related but very different problems.

### **1. The problem of colors which are applied at the site and are relatively easy to change**

Easiest color to change is paint; second easiest is wallpaper.

### **2. The problem of colors which are applied in the factory and are hard or impossible to change**

Colors difficult to change are the baked enamel finishes on kitchen appli-

ances and steel cabinets. Colors impossible to change include ceramic tile, porcelain enamel, vitreous china and resilient floor covering.

The easier a color is to change, the less important it is to use colors and color combinations no one will actively dislike. But the wise builder will insist that his factory-applied colors be muted and safe. The strong colors needed for accents and the special colors needed to give each woman a chance to express her individuality should be used only in paint, wallpaper, draperies, towels, bath mats, slipcovers, etc.

## Kitchens in color need caution from builders and appliance makers

Color in the kitchen is a special problem because:

1. The kitchen is being opened up to the living area, so its colors must blend with the living area color scheme.
2. Most kitchen colors are factory-applied and therefore hard to change.
3. Competition is improving appliances so fast that home buyers may wish to install a new model long before the old model wears out. How will the new unit's colors fit into the original color scheme—especially if it is a different make?

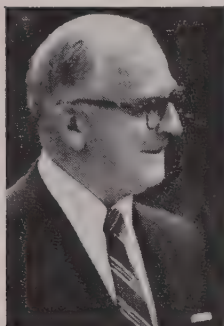
Sometimes, of course, the builder's color problem in kitchen and bath is easier than his color problem in other rooms, for each major fixture and appliance manufacturer stands ready not only to suggest the colors which go best with his line, but also to recommend a series of specific products—floor coverings, counter tops, tiles, cabinets, etc.—whose factory applied colors have been coordinated with his own.

This means the builder can proceed with color confidence as long as he buys all the major units for the room from a single manufacturer, as he usually does for the bath. He is safe unless he tries

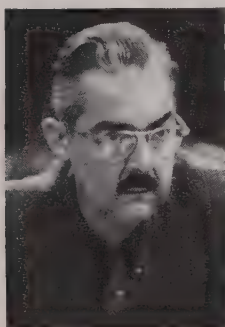




Theleen: The day will never come when Macy's tells Gimbel's.



Kay: Manufacturers tell dealers if you sell a colored refrigerator, you eventually get the range business.



Yost: We're not interested in exact matches.



Foss: There is no reason to have all the appliances match. Any room ought to have four colors.

to split his purchases between two competitive makes, as he often does for the kitchen. But the minute a builder divides his order he will find himself in urgent need of good color guidance, for there is no planned color coordination between competitive lines.

This lack of coordination reflects a possible conflict of interest between the manufacturer, who believes he can score a competitive advantage through special colors, and the builder, whose only interest is to get a color-coordinated kitchen built in at a cost low enough to help sell the house.

This conflict is being complicated still further by the steel cabinet makers. Some of them are bringing out their own gay colors to compete with the new popularity of wood. Others fear they may have to multiply their colors (and their warehousing).

The architects and builders among us believe the appliance manufacturers may hurt their own best interests if they push incompatibility too far and so make

it needlessly hard to use competitive products in the same kitchen. None of us wants the appliance makers to standardize or limit their colors, but most of us would recommend that through their trade associations they should either:

1. Get together with the Research Institute of NAHB and make sure their competitive colors will not be so incompatible they cannot be used in the same room or so incompatible that the makers of other factory-colored kitchen components will have to multiply their color lines, or
2. All offer one or two identical colors along with as many special colors as they want.

Alternatively the builders can protect themselves by using a neutral gray or beige for all their cabinets, letting the appliances stand out as accents. They can further reduce the incompatibility problem by using different colors when they use different makes (i.e., one manufacturer's blue with another's green).

## Part II: Advice to manufacturers

### Here is our advice to appliance makers:

Before the revolution in home building few builders had to worry about safety in color selection, for in those days most houses were built to order, to satisfy the taste—or lack of taste—of a known buyer. But today most people buy their homes ready made, just as they buy their clothes ready made or their cars ready made. Today only one house in six is built for a known buyer, and even that one house in six will probably be re-sold to an unknown buyer within five years.

This is another way of saying:

**Five times out of six the colors, both inside and out, are picked before anyone knows what kind of woman and what kind of family will buy and live in the house**

So, few builders and no lenders will feel they can afford to gamble on colors and color combinations which will not have the broadest common denominator of consumer appeal.

Before the revolution in home building the mortgage lender played no part in color selection. Today he is deeply concerned. The builder can take his profit and run when once he has found a

buyer who likes the colors he has chosen, but the mortgage lender must live with the house for twenty or thirty years through many changes of ownership. He has the biggest stake in the use of safe colors, for he has the most to lose by a color choice that might lower the re-sale marketability of the house.

For instance, right now the future of the color kitchen is in the lenders' hands, for the built-in kitchen that is selling so many houses can be volume-sold only because of two recent changes in the mortgage pattern:

1. More and more lenders are now willing to cover the appliances with the "package mortgage."
2. The Housing Act of 1954 makes it possible to add a \$1,000 built-in kitchen as part of a \$15,000 house for only \$250 down and 30 years to pay the balance at 4½% of interest. No builder can use appliance colors his mortgage lender will not finance. So appliance makers have the same good reason as the builder for picking colors for kitchen built-ins that the mortgage lender will feel safe in financing.

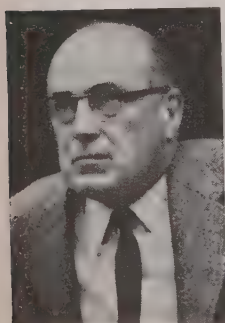




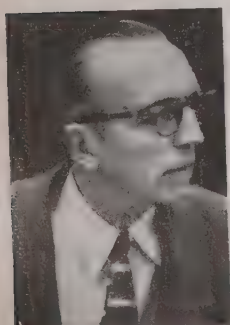
Perl: The problem is getting dealers to understand the systems.



Meyer: A high percentage of repaint work is "do it yourself."



O'Connor: Why should we make it tough to use color?



Birren: With a little more study, they will automatically end up with fewer colors.

## Here is our advice to the paint manufacturers:

### **1. You have only yourselves to blame if few builders know how much you have improved your product**

You have been so busy selling your product to consumers you have not kept communications open in the trade channels through which your product must reach those consumers. You have not merchandised your better products to our industry.

For the past 20 years many architects and builders have tried to minimize painted areas, believing that the less paint they used the less the upkeep would be. More houses would have larger painted areas if you had told us what you were doing to cut both the first cost and the maintenance cost of paint.

### **2. It is foolish to neglect the new house market**

In any one year your sales may well be five times as big for repainting the old than for painting the new, but don't forget that the new house sets the fashion.

Almost by definition modernizing means making old houses look like new houses. The troubles of the wallpaper makers began only when they let wallpaper go out of style in new construction.

One of the very best ways to sell more paint for old houses is to encourage more and better use of your new products in the new house market, for soon the owners of old houses will begin buying paint to copy whatever style the new house sets. The merchant builder's model house, visited by millions of lookers every week-end, is the best showroom you could want. One big reason the appliance makers are eager to sell color into the kitchen is their hope that colored kitchens in new houses will also start a big replacement demand as old houses follow the new house lead. That's why one appliance maker is so pleased that 80% of its new-house major appliance sales are in color.

### **3. In the new house market the consumer is not the most important person to sell**

Most new houses are painted before anyone knows who will buy them.

We realize that the ultimate judge of color is the consumer—the woman who buys the house. But before you can sell color to the consumer you must first sell it to the builder, who must sell it to his mortgage lender and his appraiser before he can even start building the house. So the consumer is not more important than the architect, whose choice of materials fixes how big or how small the painted areas will be. In the new house market, the consumer is not more important than the builder, who for five houses out of six picks the colors and buys the paint before he has any idea who will buy the house. And today, she is not more important than the mortgage lender, who puts far more money into the house than the buyer. She is not more important than the appraiser who guides the lender's decision.

Be sure you have told everybody about your product if you want to be sure to sell everybody your product.

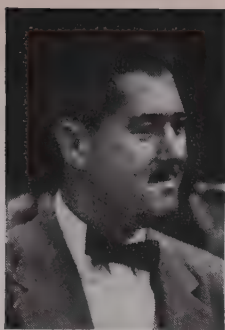
### **4. Make it as easy as you can for builders to use color well**

We all realize the builder must learn more about color and take more responsibility for color. But you would be smart to recognize that the builder is busy and that color is only one of many subjects with which he is increasingly concerned. Few builders will give color a top priority on their time. They are too harassed by such increasingly difficult problems as where to get land, where to get mortgage money, how to get community facilities.

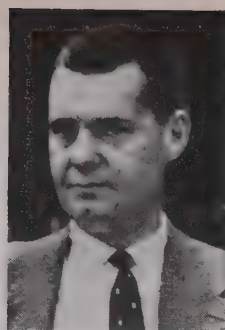
Manufacturers who would exploit the use of more and better color could profit by the experience of the manufacturers who sought to exploit the use of more and better lighting. For years they promoted the infinite variety available in lighting and found they were getting nowhere. But sales began to rise when they switched their emphasis from variety to simplicity and focused their promotion on just 21 ways to profit by better illumination.

The auto industry could never have put 70,000,000 cars on our streets had it not first made those cars so simple and safe that even a moron can drive them easily.

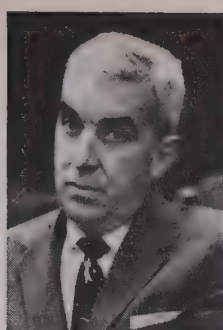




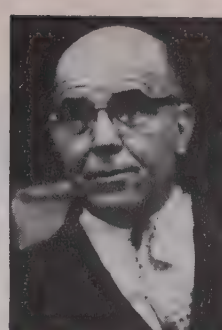
Ames: The painters do anything they can to slow the job up.



Place: The painters think it goes on faster if they adulterate it.



Duncan: Too many painters "improve" our paints.



Gaugler: If freedom of choice goes too far, it becomes a riot.



Haeger: You may be sure none of us wants to regiment color.

## Part III: How can we cut the cost of color?

Paint is cheap, but painters are expensive. Labor costs for painting run five to ten times as high as material costs. A builder can buy all the exterior paint for a 1,000 sq. ft. house for around \$40.

Thirty years ago there was some justification for painters mixing their own paints. Most paints then were "professional paints," i. e., they had to be mixed by a professional. And a painter's time was less costly then, too.

But now all of us—architects, builders, color experts, and paint manufacturers alike—agree:

**You can get a much better job by using paint right out of the can**

Despite this, painters are still mixing paint. One of the builder's biggest headaches is the way some painters adulterate good paint on the pretext of improving it. Many smart builders buy their own paint to discourage this adulteration. They get the same trade discount as the painter and good paint costs so little (only about \$6 retail) that it is foolish to buy a cheaper grade. Some builders even use a hygrometer to catch adulteration and ration the turpentine they allow for washing up (for fear it might be used to thin the paint).

High wages are only one factor in the high cost of painting. We believe in high wages, but only high productivity makes the continuance of high wages possible. Painters should take advantage of new methods and materials to increase their productivity. Almost all today's paints can be applied as well with a wide brush as with the narrow brush union painters insist on using. (Incidentally, today's

paints flow so much easier that there is less reason than ever why wide brushes should not be used to make painting cheaper.) And it is nonsense to require an "engineer" to help a painter use a spray gun.

**The high cost of painting is a very serious problem today**

It will grow more serious as industry bids against industry for the labor needed for the great production acceleration forecast for the sixties. How can we raise our bid for labor still higher to get enough more painters to paint 2,000,000 houses a year with a narrow brush?

Paint can be applied at the factory for about one-fourth as much as at the site, usually by spraying or dipping.

We are, therefore, unanimous in recommending that:

**Any and all building parts and components which will need paint—including, specifically, window frames, sashes, doors, siding, and perhaps shingles—should be given an invisible primer coat and a neutral second coat in the factory**

This second coat should be white if the third coat is to be lighter, gray if it is to be darker.

This will not only cut the labor cost of painting in half; it would also save time, for builders would no longer have to wait for dry weather before they started painting.

One manufacturer who began only a year ago to offer factory-primed siding is now sold five months ahead.

The economics of our industry point to the use of a much smaller palette.

No member of this round table wants to standardize colors or limit the consumer's freedom of choice, but all of us recognize that:

**The economics of factory-applied color, quantity production, warehousing, and volume building for unknown buyers are all working inexorably to make us concentrate on relatively few colors**

The more colors we use the more color costs. Cleaning the machinery to shift from color to color is a factor in paint cost. Cleaning brushes to shift from color to color runs up the labor cost of painting. Warehousing appliances in even half a dozen colors is so costly that most dealers have dragged their feet on color.

All the builders on our panel would be satisfied with a relatively small palette. None of them is much interested in the great variety of color the paint manufacturers currently offer. None of them feels he must offer home buyers a choice of more than eight exterior colors.

None of the fixture or appliance makers on our panel offers more than eight colors in addition to white. For the kitchen, one manufacturer offers four, another five. All of them make yellow and pink; most gray and green. After 30 years of color bathrooms, three colors have taken over most of the market—pink, blue, and green. (One maker offers a choice of seven, another eight, most five.) Over the years the colors offered by competing manufacturers tend to draw closer, for any very successful color is promptly copied. / END

30 house roundup continues on next page





*Idea House, from street, looks like a ranch. But there's another level at rear, under bedroom wing. Woven wood fence shields outdoor living areas. White siding, aqua trim are colors repeated in interior.*

## This will be one of the year's most merchandised houses

Here is the *Better Homes & Gardens'* Idea House for 1956.

For three years Better Homes & Gardens has been sponsoring an Idea House—sparking a national promotion and building program. In 1955, 100 homes were built and a larger total is expected for 1956. 2,500,000 persons toured the 100 models last year.

In addition to magazine listing, the builder gets the benefit of promotion aids like news releases, photographs, suggested ad layouts, display cards—plus professional help on decorating, furnishing and landscaping. And in areas where a department or furniture store is cooper-

ating, he gets even more promotion push.

The Idea House for 1956 is an interesting compromise between a ranch and a two-story house. Its two-level design incorporates family features like a central kitchen, family room, three outdoor-living areas and a double bath. It contains 1,414 sq. ft., plus 901 sq. ft. in the basement.

The house will be publicly announced in September—both in the sponsoring magazine and in the communities in which it is built.

Because the house seeks to answer the desires of America's home buyers, it is worth checking carefully for ideas.



Architect: Ralph Fournier



**Floor plan** treats kitchen as axis around which activity rooms flow: porch, family room, living room. Divided bath works like two. Separation of garage from house provides extra carport; screened porch supplements family room. Lower level includes ample garden tool storage room.



**Terrace** extends from lower level, doubles entertaining facilities. Lower level TV room could be used as fourth bedroom. Terrace is protected from wind by retaining wall.

**Formal living room** has modified bay window, vaulted ceiling, prefabricated fireplace. It is outside traffic lanes, has lots of wall space for easy furniture arrangement.



**Centrally-located kitchen** can be closed from living room and/or family room by means of draperies which slide on a curved track. Floor covering of family room is carried in to adjacent kitchen, helps enlarge both rooms. Washer-dryer are in alcove in family room, opposite kitchen and close to bedrooms and bath. All kitchen cabinets are steel. A planning desk is included.







**Hilltop house** fronts southwest, extends 36' across a 48' wide lot. Lower level has carport, storage and furnace rooms.



**Steps lead up** from carport around corner of house. Eave extends farther out at one point to shade walk from the sun.



**Elegant front door**, lacquered red, has vertegris copper edging made by fast-aging regular plate with acid for an antiqued effect.



**Living room**, 22' x 28', has planked ceiling sloping down from high glass-walled north side, at left, to glass wall facing court. Note the broad stone floor.

## Here's a hilltop house with a wealth of assets keyed to a U plan

The advantages of a U plan were never better demonstrated than in this house perched high on a hilltop overlooking the Seattle Yacht Club and Cascade Mountains. In fact, it is hard to see how any other plan could work half as well on the narrow, tapering lot this house almost completely covers.

Behind its simple yet pleasing front facade of rough-cut, gray-stained cedar lies unsuspected charm and ease of living. The U plan works wonders on the narrow site. It separates sleeping, work and living areas. It provides an entrance close to all three. It wraps around a garden court common to all rooms except one.

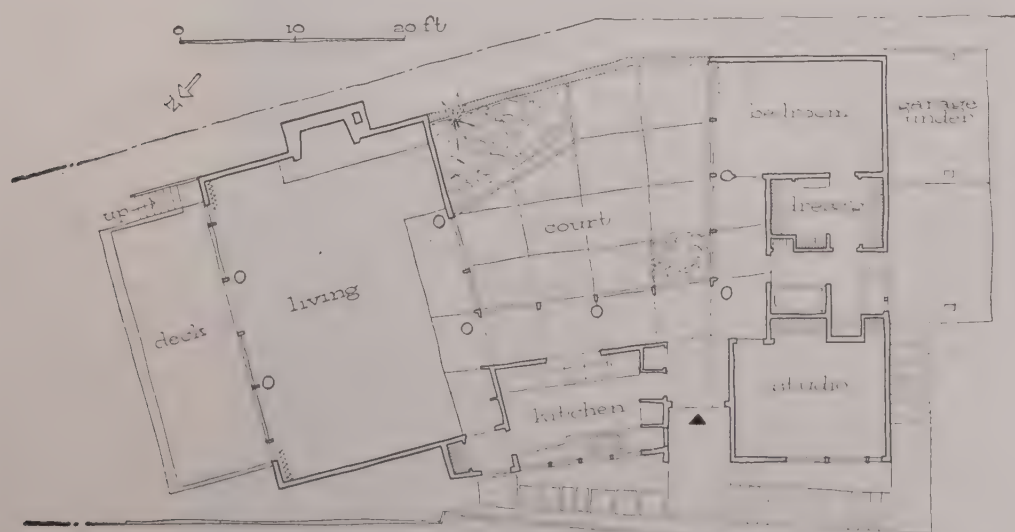
The house is for a single couple. Its one bedroom is large and is served by an elaborate dressing room (see plan). But any size family might enjoy the same benefits, a U plan can make possible for any lot.





ARCHITECT: Terry & Moore  
OWNERS: Mr. and Mrs. John Alger  
LOCATION: Seattle

*Garden court enclosed on three sides is viewed here from bedroom. Beyond is living room*



*U plan makes the most of tapering lot. House has over 1,500 sq. ft. of floor space, is 68' long*



*Connecting hall between bedroom and living room wings features snack bar served from kitchen. Supporting column (left) was a telephone pole.*





Beamed ceiling ties roof structure in with living room decoration. Big fireplace, with its soft toned used bricks, helps create lived-in atmosphere.

## Exposed materials give distinction to this house

Using a 6' grid system, the architect planned this large house (1,756 sq ft) for effective use of space and materials.

Exterior posts in the post-and-beam system are placed on even 6' centers. Most interior partitions, all window openings and even the exterior fences and terrace blocks, coincide with the grid plan.

Exposed ceiling details lend a strong and attractive accent to the interior. Rafters are placed on the 6' center grid, while purlins which support the roof sheathing are placed longitudinally on 2' centers. All lumber for this house was

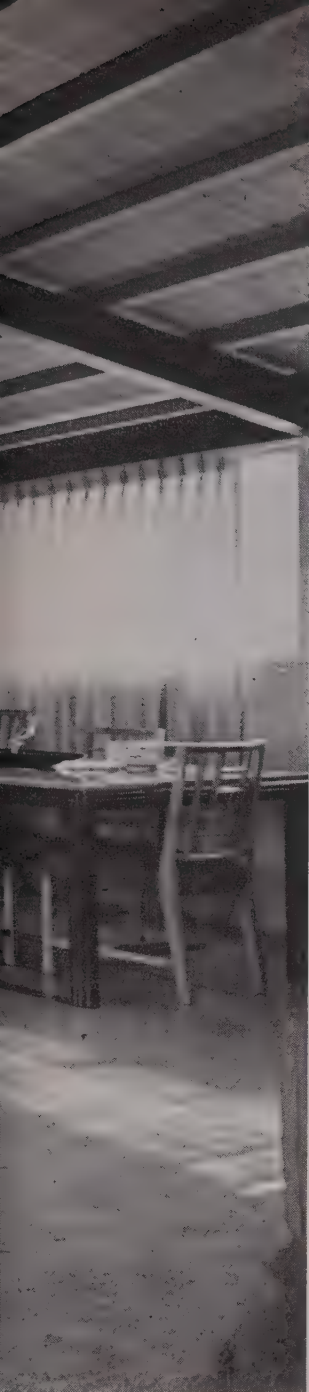
delivered precut by the dealer in one package.

Although the house is a simple rectangle it doesn't appear to be one from the outside. The unbalanced placement of terrace blocks, with their fence arrangements tying them together, give a feeling of rich complexity to the whole. This is further accented by the bold use of glass in the house.

The house is priced at \$25,000 and is one of 14, all with the same basic plan, in a finely landscaped development. These houses won an Award of Merit in neighborhood development from NAHB.

BUILDER and LAND  
PLANNER: Platt Construction Co.  
ARCHITECT: Hewitt H. Clark  
LOCATION: Lafayette, Calif.

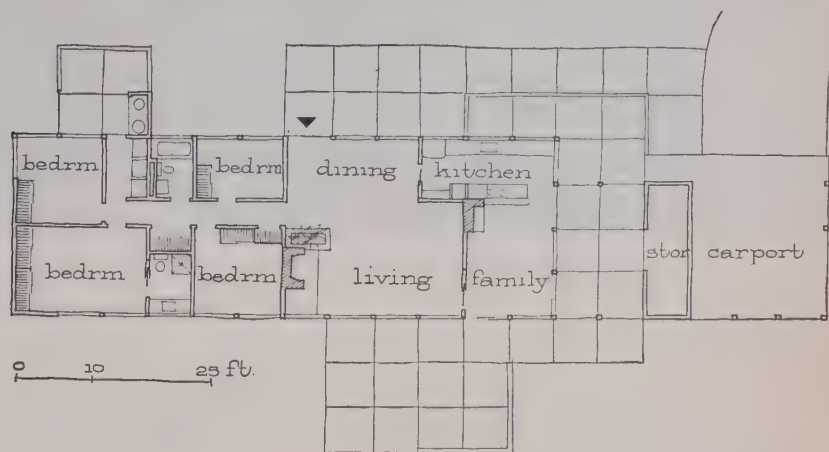




Photos: Rondal Partridge



**Board and batten exterior treatment is repeated for terrace and patio fences. Landscaping plays a major role with planter boxes around trees, paved areas and lots of foliage.**



**Big plan has dining-kitchen at one side, living-family room at the other. Living space: 1,756 sq. ft. Note fences, terraces and extensive use of glass.**

**Kitchen is open to family room (foreground) which has its own fireplace and barbecue. Open ceiling extends over both rooms**







*Back of house, facing largest part of lot, opens onto terrace. Extra privacy is insured by bedroom wing at right*

## Ideas borrowed from big houses fit this small house to a T



Designed to get the most out of a small plot, this three-bedroom house achieves a sense of space and richness by borrowing ideas from much larger houses.

The house is designed as a unit, rather than a series of parts so that the exterior design and the functional plan seem to be larger than they really are.

Extensive glass areas look out on the heavily wooded tract, while garage and bedroom wings at either side insure privacy from houses close by. The garage is totally enclosed and bedrooms have small windows.

To avoid excessive grading on sloping sites, the builder includes a basement in some models.

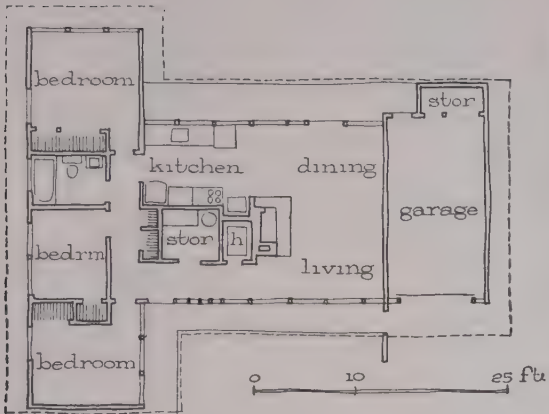
The utility area is centered in the house, close to kitchen and bath. A perimeter heating system with electronic controls is included.

Square footage is 1,067, sales price, \$13,250.

**Kitchen** has windows above and below over sink cabinets (right). Door at rear leads to bath, bedroom hall. Fan over range and kitchen appliances are included in price of house.



Photos: Kenneth S. Brown



**T-shaped plan** of living rooms shields outdoor living from view; garage extends horizontal lines of exterior. Storage room converts to stairway if basement is added.

BUILDER: Albert Balch  
ARCHITECT: John Ridley  
LOCATION: Seattle, Wash.



**Corner fireplace** is center of house-wide living-dining room, contrasts with two walls of glass. It contains flue for heating system. Terrace is accessible from kitchen.

**Exterior counts on bold lines, contrast for its effect. There are no undersized ornaments. You see whole house, rather than parts**

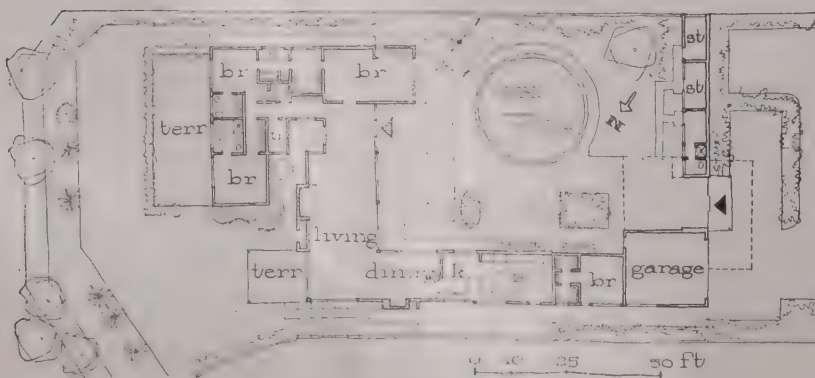






Bright dining area plays the warmth of brick and copper against stark white for stylized, sophisticated fashion excitement. The room is functional, too: built-in grills, barbecue, two sinks, help it to serve as entertaining unit, separate from kitchen.

## Every room in this house makes high-style news



Plot plan shows how house encircles pool. Terraces define areas and create views for every room. See, too, how they provide contrast of shade and shadow.

Big, bold and beautiful, Paul László's own house is a lesson in how to build-in showmanship—with utility, comfort.

Every aspect of this house has a dramatic, theatrical quality.

But this stage set for living is a thoroughly workable house. The holiday atmosphere is effective because it is supported by ample provision for the needs of every day living.

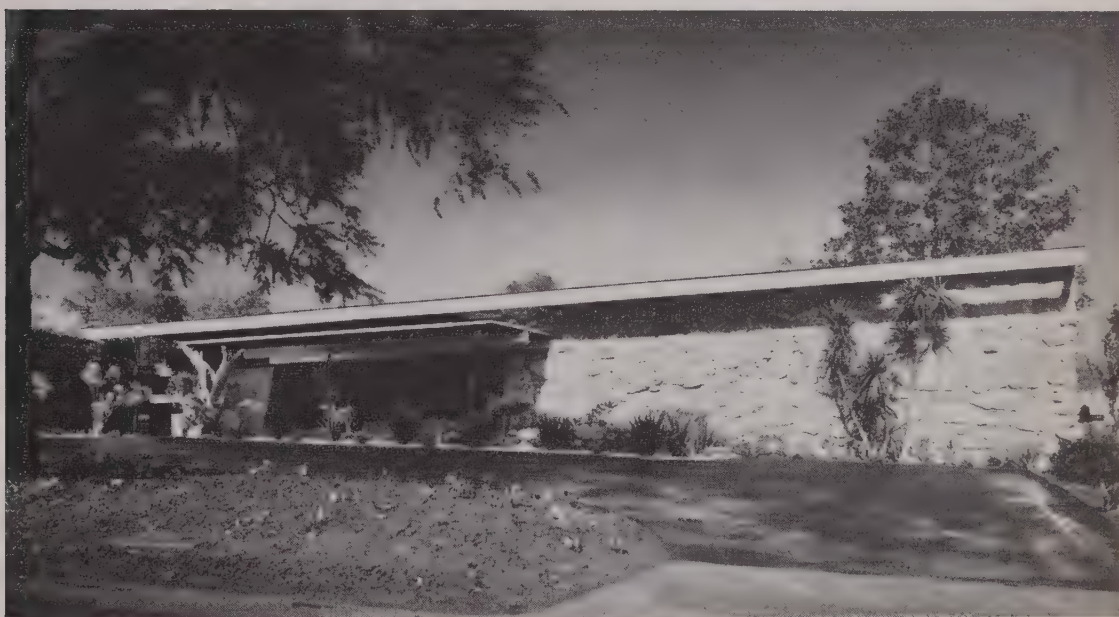
Y-shaped columns are the only visible barrier between indoors and outdoors. Roofs over outdoor areas and open walls on indoor areas eliminate dividing lines.





**Living room**, though integrated with outdoors by large glass walls, is a formal room that reflects owners' infinite attention to detail. Movable shutters help cut sun glare. The television set is not here but in the master bedroom, away from guests and children.

DESIGNER (and owner): Paul Laszlo  
BUILDER: Lester E. Gibson  
LANDSCAPE ARCHITECT: Mrs. Paul Laszlo  
LOCATION: Brentwood, Calif.



**Street-side view** of the house guards privacy but impressive portico, stone wall, hint at luxurious interior—a touch of real showmanship. This entrance is first of two (see plan for second entrance to living areas). Parking space for guests' cars is provided at head of driveway (right); garage doors are radio-controlled.



**Trim kitchen** wraps efficiency, ease of maintenance, in handsome package—has wipe-clean built-ins, extra sinks, lots of storage space.





Simple exterior gets impact from stone, stark white surfaces, integrated landscaping

## Stone walls make a small house act big

The ideas which make this house interesting spring from the architects' fresh use of building materials.

Instead of setting fieldstone walls parallel to the house, they have turned them at right angles to act as dividers for outdoor areas. This way of using walls enlarges the livability of the house, because it separates the children's terrace from the adult patio. And because the walls come from within the house, they stretch visual limits considerably.

Walls are used in another way to expand the utility of the plan. Walls—but

this time they are of vertical siding—enclose a bedroom court to form a secluded patio.

And in the kitchen, a sliding wall acts as a divider that closes or opens the kitchen so the owners can choose the degree of kitchen formality at will.

Besides the separation of rooms and areas, there is separation within rooms. The living area, for instance, has steps up to a dining room, down to a hearth-side game room—but the three parts are treated as a whole, both in architecture and in the closely-related furnishings.

Gray fireplace against pink walls is focal point of living area. Built-ins save space



Second patio outside owners' dressing room adds comfort out of proportion to its size, makes room look and act bigger.

Photos: Clarence Laughlin

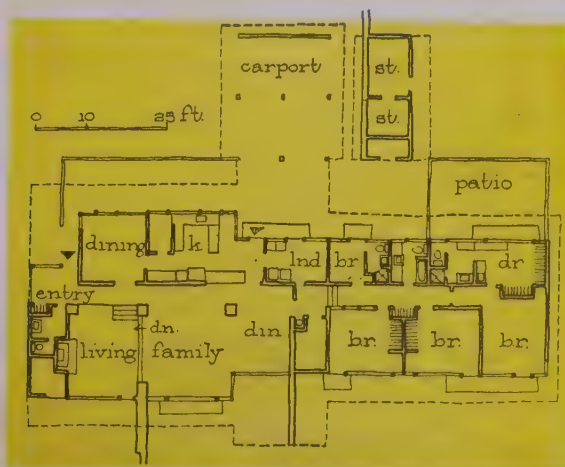




Sheltered patio stresses easy maintenance. Redwood dividers mark squares of concrete and crushed white stone. Stone creates pattern, needs no tending



Kitchen's twin sinks make food and drink preparation simple—creating, in effect, a "butler's pantry" on one side of kitchen.

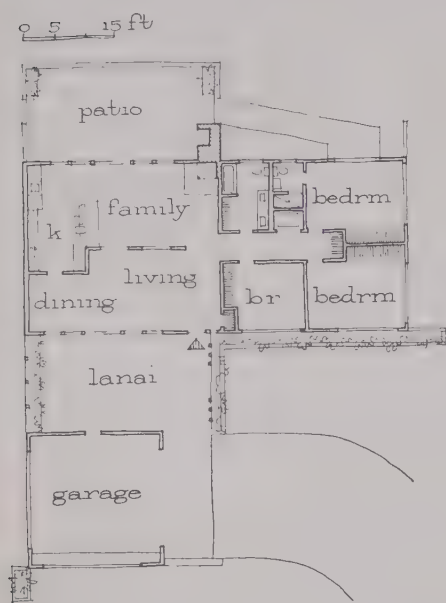


Plan spells out how walls have been put to work. And you can see how house's limits extend far beyond the room walls.

ARCHITECT: Ginocchio, Cromwell & Assoc.  
LANDSCAPE ARCHITECT: Wiley Jones  
DECORATOR: Victor Vannoy  
BUILDER: Fred Parrot  
LOCATION: Little Rock, Ark.



BUILDER: Ed F. Rice Co.  
 ARCHITECT: Charles Kent Miller  
 LOCATION: Tulsa, Okla.



Rectangular layout has outdoor "wings" of patio and lanai which give choice of covered or open terrace. Finished garage is extra rainy-day playroom for children.

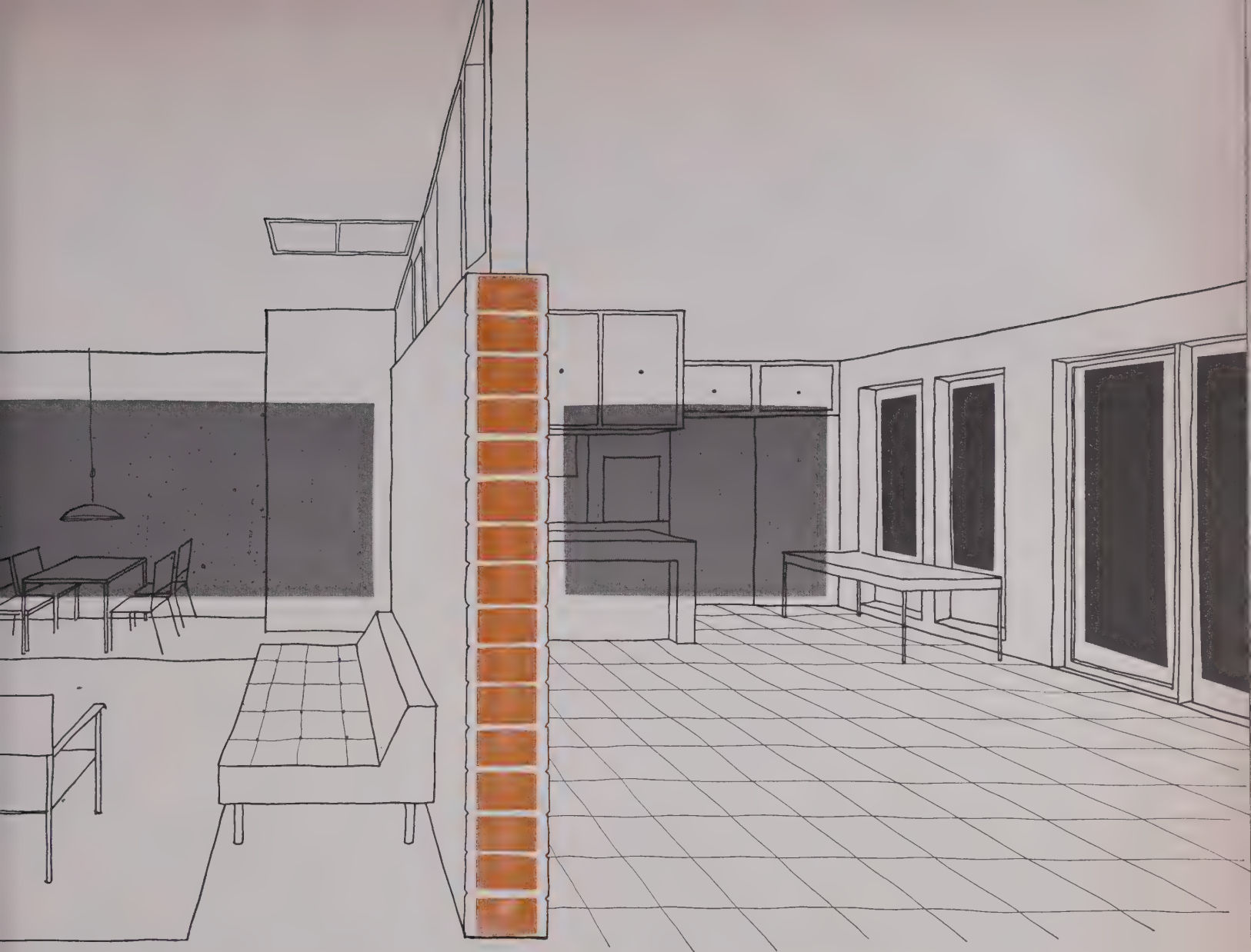


Accent on informality: indoor and outdoor areas

Big ranch house has wide overhangs for hot climate, two-car garage opening to lanai, in center







*A feeling of light and space is created by glass walls which open family and living rooms to outdoor living areas. Masonry wall divides rooms.*

## cater to a casual way of life

Informality flows from outside to inside and back again in this comfortable house. There are five different places for relaxed, family living. The garage is finished off as a room. Then there is a roofed-over, flower-lined lanai, a glass-walled living room, a big family room, and finally a patio which becomes an outdoor room. From all this space a visitor gets a sense that a family will find living here easy and convenient.

Bathrooms are big and luxurious. There is plenty of built-in storage space all over the house. Glass walls and sliding glass doors are standard. Masonry walls are projected past several corners to create privacy blinders to adjoining properties.

With 1,736 sq. ft. of living space, plus lanai and patio, the house sells for \$31,000. This price includes all appliances and full air conditioning.

It is a part of the 191-lot Wedgwood development which won a 1956 NAHB Good Neighborhood Award.

*Breakfast bar between kitchen and family room (foreground) is only one of five dining areas: the others—patio, lanai, dining room and kitchen.*







Attractive community like this one

## FINE NEIGHBORHOOD PLAN DRAMATIZES



Setting the stage for merchandising your houses is just as important as offering better homes to buyers. For it is as important to sell a good neighborhood as a good house. If the community is attractive it may be the builder's best merchandising feature.

Here at the San Rafael Estates in Tucson, Builder Robert Lusk made a special effort to provide an ideal setting for his houses. Three of his interior streets end in cul-de-sacs so there can be no through traffic to interrupt the quiet of the neighborhood. Other streets are curved and angled. This slows down traffic and improves neighborhood appearance.

An important part of the community plan is a swimming pool and club house, built by Lusk and donated to the home owners' association. These recreation facilities give home owners in the project the equivalent of an





*in Tucson, is smart merchandising because it adds a real value to every house. Curving streets, a mountain background, make this a pleasant place to live*

## A BEAUTIFUL DESERT SITE

attractive country club, and serve to center social activities in the community.

Another neighborhood asset is the shopping center soon to be built. Families will be able to buy most of their daily necessities here within a short distance of their homes.

An important feature of every house is its patio. Many have a high wall built around them for privacy. In the Arizona desert, where families can enjoy outdoor life for a large part of the year, the walled-in gardens are a great sales asset.

Another merchandising point is Lusk's line up of three different basic models. With them he can offer his buyers a choice of five brick and wood exteriors. He orients his houses to achieve a sense of individuality and interest. Alleys (shown in the land plan) are prescribed by the city code.

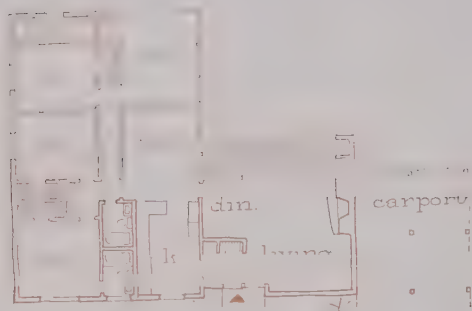
Frank Gaynor



**Community center** has a swimming pool and club house donated by builders to home owners' group, is important in creating good neighborhood feeling among families.



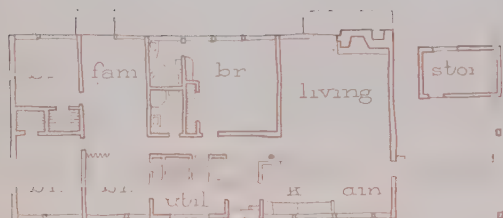
## Three houses offer a variety of floor plans and exteriors



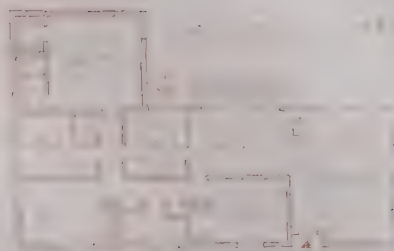
*Variety in this model comes from shift in carport location from side to side or in front. The 1,900 sq. ft. house sells for \$17,750, has four bedrooms, activities room.*



Frank L. Gay



*Rectangular house of adobe brick has four bedrooms, 1,850 sq. ft. Desert has few trees, so builder saved all he could, protected this one with masonry. Roof overhangs shut out sky glare.*



*L-plan has master bedroom with its own bath and a corner window opening out on patio. Large glass areas face patio. The 1,700 sq. ft. model sells for \$13,950.*







*Private patios formed by high brick walls are usually found only in much higher priced houses*

## Builder Lusk encourages outdoor patio living

One of the most unusual features of the Lusk houses is the big, enclosed patio. A high wall gives families a millionaire's feeling of privacy, makes outdoor living a pleasure, and keeps out cool winter winds that blow down from snow-covered Mt. Lemon.

Fences like the one above are optional extras for which buyers pay \$525 for 150'.

### Free landscape service

Buyers get free landscape advice and a choice of either grass or pea gravel in front yards or a combination of both. They get six shrubs and planting suggestions.

Robert Lusk is a 33-year old builder who has already become mobile, building in Nevada and Indiana as well as Arizona. For his fine communities he won NAHB Good Neighborhood Awards in both 1955 and 1956.



*Paved and planted patios make outdoor living pleasant. Note the built-in barbecue (above)*





# BREAK-THROUGH FOR PLASTICS



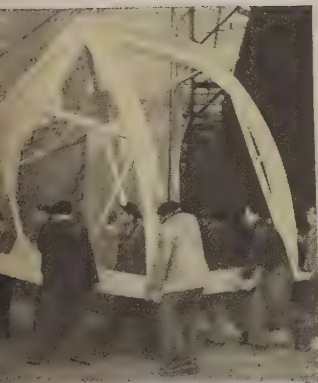
Scale model shows eight pie shapes that make up the basic structure

Last month, at the *Salon des Arts Ménagers*, Parisians were shown a giant snail which, according to its designers, is the first all-plastics house ever built.

Sponsored by a French magazine and a group of French chemical concerns, the experimental house opened up some radically new vistas in home building. Here is a house that uses plastics not only in finishes, tubing, trim and so on but extends their use to the structural skeleton, to floors and roofs, to windows and to walls. The pictures on these two pages show the house, both under construction and in its finished state.

Is this necessarily the *shape* of things to come? Probably not. Is it the *technology* of things to come? Maybe.

Construction pictures show how experimental house was formed on two big wooden molds



Wooden forms were used to mold the structural plastics skeleton. Here the biggest form is carried into shop.



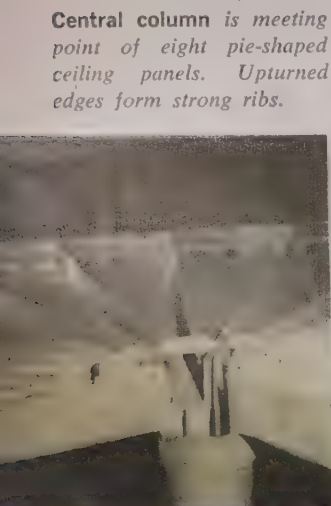
Glass fiber reinforcement strengthens the structural frame. Altogether 13 different plastics were used.



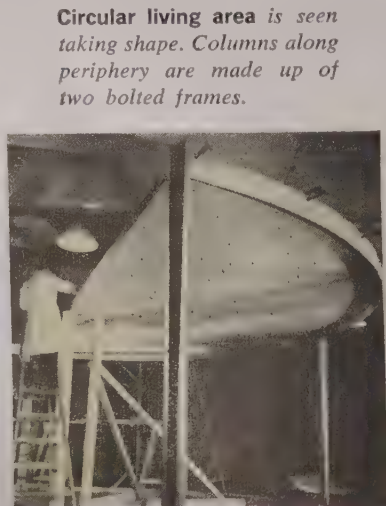
Curved partition being molded here was used to screen entrance. Two basic molds were used on job.



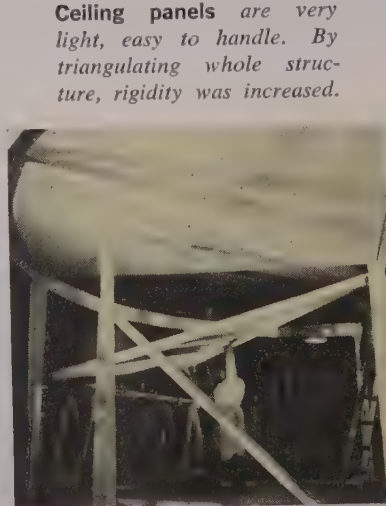
Floor panels fit into pie-shaped skeleton, have honeycomb core with a central layer of insulation.



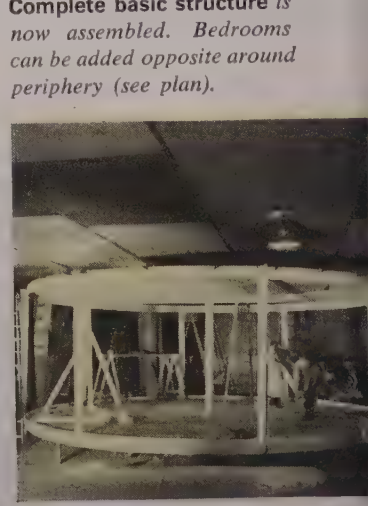
Central column is meeting point of eight pie-shaped ceiling panels. Upturned edges form strong ribs.



Circular living area is seen taking shape. Columns along periphery are made up of two bolted frames.



Ceiling panels are very light, easy to handle. By triangulating whole structure, rigidity was increased.



Complete basic structure is now assembled. Bedrooms can be added opposite around periphery (see plan).



First all-plastics house  
is a French experiment,  
now on exhibit in Paris



**Finished house** (above and below) uses plastics for structural frame, floors, walls, windows, roof—and for furniture and upholstery as well. Picture above shows the main entrance. Below is built-in seat in living room.

**Plan of three bedroom version** shows circular core divided into eight prefabricated units. Bedrooms were fabricated with single mold.



ARCHITECT: Ionel Schein  
TECHNICAL CONSULTANT: Yves Magnant





Glass domed oven in "Kitchen of Tomorrow" keeps baking, broiling, barbecuing in full view. Marble counter, left, has concealed heating units, cooks without heating surface. Plan center, right, has television-telephone; rear, ultrasonic dishwasher.

## Tomorrow's kitchen can boost your sales today

You need only take a look at the kitchen shown here to know that its features would practically sell themselves.

Called the Kitchen of Tomorrow, in reality it is a working laboratory and traveling exhibit where Frigidaire tests the public's reaction to new kitchen ideas. Currently on tour with GM's Motorama, the kitchen has much in common with the cars it travels with.

Some of the new ideas like electronics, ultrasonics, and automation are radically new concepts for home kitchens, but many others are simply advanced forms of models now on the market: built-in ovens and refrigerators; compartmented storage units; push button appliance centers; wise use of color, materials and design. For a review of these and other 1956 products that help sell kitchens and, in turn, help sell houses, see p. 228.

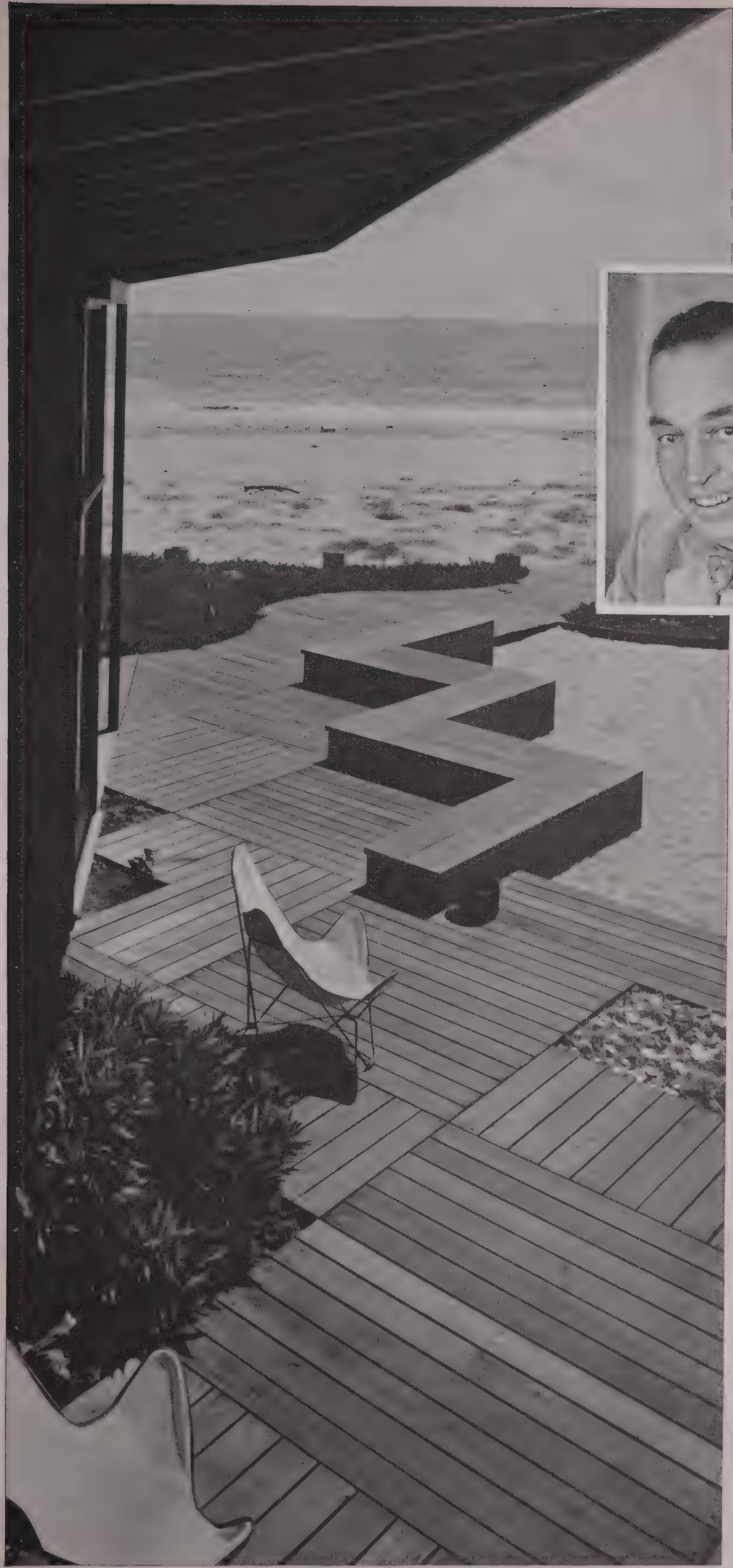


Laundry consists of three automatic compartments to sort fabrics by types. When any load reaches 8½ lbs., it slides over to washer. Washing time, temperature are selected automatically.



Refrigerator rises to waist level, lowers to become counter top extension. Sections rotate for loading. Top holds dry foods.





THOMAS D. CHURCH,  
leading landscape architect for over  
twenty years, has done outstanding work  
for private estates and subdivisions, hotels and  
schools, industrial plants and government



agencies, both here and abroad.

Well known for his articles  
in *House Beautiful*, he is also  
the author of the new  
best-selling book, *Gardens  
are for People*.

Of Garden Redwood, Mr. Church  
says... "Used alone or in com-  
bination with other materials,  
redwood is one of my most

versatile materials. By specifying the correct  
grade of CRA redwood, I can obtain the  
effect I want, every time."

*Gardens are for people...* just as  
houses are... and they should receive  
the same careful planning and material  
specifications as architectural structures.  
For design ideas, construction details,  
and data on Garden Redwood grades,  
write on your letterhead for our Land-  
scape Architect's File.

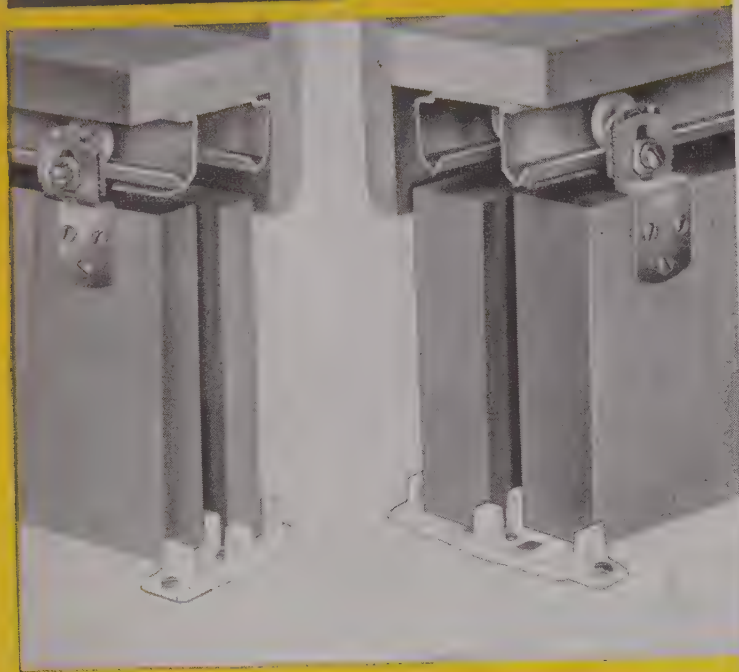
**CRA**

California  
Redwood

CALIFORNIA REDWOOD ASSOCIATION  
576 SACRAMENTO STREET  
SAN FRANCISCO 11, CALIFORNIA

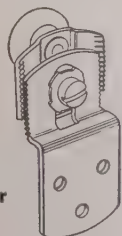


# STANLEY Hardware



## All these doors slide on easy to install 2800

Stanley 2800 is the sensational new sliding door hardware that builders everywhere are acclaiming for ease of installation. They have found 2800 the perfect set for 2 and 3 by-passing doors . . . trouble-free operation at a moderate cost. Here's why:



The Unique Stanley Hanger



The Unique Stanley Floor Guide

This hanger permits 3/8" vertical adjustment for both 3/4" and 1-3/8" doors without loosening the three installation screws! Once the hanger is screwed to the door it's on to stay. Positive lock-in-place adjustment is ensured by the serrations, machine screw and lockwasher of the Stanley hanger.

This nylon floor guide is adjustable to fit any door thickness perfectly, and requires only 3 screws for easy installation! No more grooving of door bottoms.

### Other Quality Features of 2800

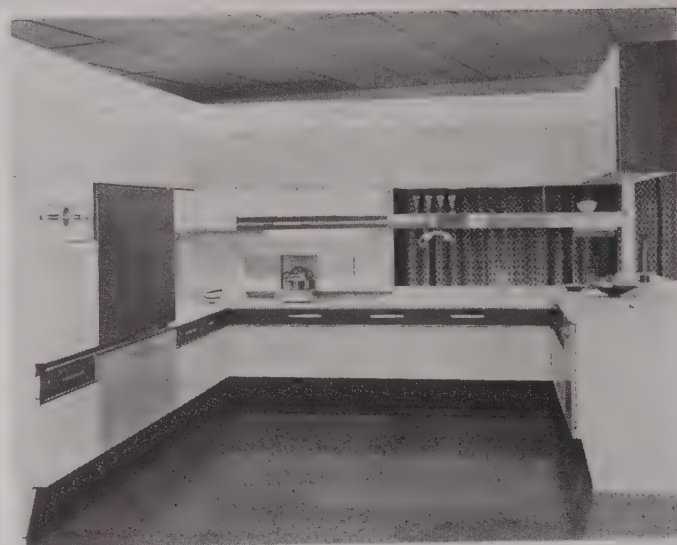
- Low headroom needed—1-3/8"
- Doors lift on or off track without removing hangers.
- Permanently lubricated nylon rollers.

# STANLEY

See your building supply dealer now. He has 2800 and companion sets (2804 and 2808) with built-in header trim, in stock now. Write Stanley Hardware, 525 Lake St., New Britain, Conn., for free folder G88.

for further details check numbered coupon p. 362

## The Compleat Kitchen— color, materials, design



a. "Holiday" kitchen is complete, modular package that includes every basic unit, each well related to the other in styling, use. Each unit measures in 2' multiples; a 1/2 module is used where needed for greater flexibility. Floor-to-ceiling design eliminates need for finished walls. Foundation consists of steel leveling rail bolted to floor. Steel struts rise behind all lower units, bottom ends interlock with leveling rail. Units are bolted at back to upright. Rigid strut

holds upper units. Plumbing and wiring sections are provided, need only interconnecting as they are erected. Kitchen can be purchased with basic number of units. A "Step-Up" plan enables buyer to add more units later on. Above, French door wall oven at left; next to it 10 1/2 cu. ft. refrigerator with 6 cu. ft. drawer-type freezer beneath. Rear, four Fold-Back surface units give auxiliary counter space. Right, push-button sink, dishwasher. Frigidaire, Dayton.



b. "Cinnamon" kitchen, above, has look of fine hand craftsmanship. Cabinets, walls are finished in walnut, counters are white and marbelized Mica, floor has harlequin design. This new Westinghouse kitchen, along with three others in the line, exemplify use of color, design paired together down to the last piece of equipment. Walnut wall holds refrigerator-freezer, two built-in 17" ovens. Special area combines work top, two sur-

face cooking units, roll-out food mixer platform. Island bar has two more surface cooking units, vegetable sink 33" off floor. Above island counter is suspended cabinet for portable appliances. In use, they are placed on counter surface, connected by pull-down electrical cords which roll up out of sight when not in use. Adjacent area holds washer-dryer. By Westinghouse, Mansfield, Ohio.

continued on p. 232





Get this important selling booklet!

This new fact-filled booklet is of vital interest to anyone who makes, sells or uses double-hung wood windows. It's currently offered in Zegers' ads in LIFE Magazine to promote interest in the advantages that weatherstripped, balanced, double-hung, wood windows offer over other types. It's a valuable selling aid!



Here's a booklet of interest to window manufacturers, jobbers, lumber dealers, architects, builders and prospective home buyers.

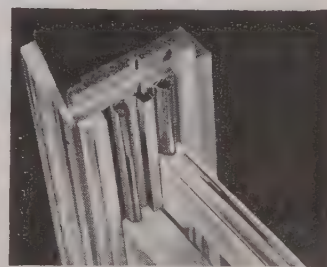
Dealers and users of double-hung wood windows equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance can get this important 12-page booklet in quantity to use for promotion. But it is available to everyone so send for a copy *now*. Convincing facts, well illustrated, explain how properly weatherstripped double-hung wood windows cut fuel costs 30% to 40% . . . how wood windows blend with any architectural plan . . . why wood, double-hung windows are the best buy.

See how Zegers' national advertising and promotion can help *you* sell *more* wood windows . . . why it's easier and more profitable to sell homes containing Dura-seal equipped windows. Just fill in and send the coupon below!

**Z E G E R S**

*Dura-seal* Combination  
Metal Weatherstrip  
And Sash Balance

**DURA-SEAL  
PROVIDES THE MOST  
EFFECTIVE ALL-WEATHER  
PROTECTION**



*Get the best weatherstripping and window operation . . . use Zegers Dura-seal! Provides complete weather protection and silent "finger-tip" operation. It adds beauty to the window . . . does a more efficient job at low cost.*

**SEND FOR IT NOW!**

**ZEGERS, INCORPORATED**

8092 South Chicago Avenue, Chicago 17, Illinois

Please send a free copy of your new booklet, "What Every Home Buyer Should Know About Windows"—plus complete information on Zegers Dura-seal and the promotion program behind it.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



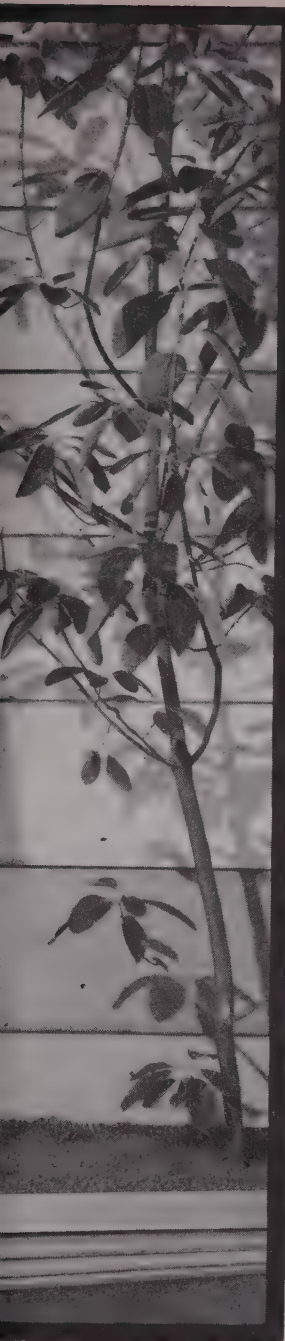


SHOWN ABOVE—(left to right): Rough sawn hemlock board and batten; Tree Life Texture One-Eleven (4" groove spacing); PlyAloy Overlaid Siding.

# WHAT'S NEW

New ideas and improved manufacturing techniques result in materials that offer striking good looks... give builders really fresh sales features...are easy to install and finish, afford major application economies.





**PLYALOY OVERLAID PLYWOOD** provides the finest and most durable paint base of any siding on the market today. It takes paint easily, evenly. Eliminates grain raise and checking. The smooth, durable overlay is a medium-density resin-impregnated fiber permanently fused to Exterior fir plywood in modern hot-plate presses. Pre-cut to standard 12", 16" and 24" widths; 8' long; lower edge beveled for drip. Comes packaged by the square, complete with wedges and shadow-line furring strips.



**TREE LIFE TEXTURE ONE-ELEVEN** is the exciting new grooved Exterior plywood that combines rugged strength with striking pattern and texture. Merchandising-minded builders like National Homes, world's largest prefabricators, report that it helps attract buyers and clinch sales. Designed for inexpensive stain finishes. For greater economy, panels can be applied directly to studs on unsheathed walls. Comes packaged in 16", 32" or 48" widths; 8' or 10' lengths. Grooves either 2" or 4" o. c.



**WEST COAST UPLAND HEMLOCK** — an old favorite newly improved by factory treatment (at buyer's option) with a truly effective water repellent that virtually eliminates paint failures caused by water coming through paint film. Tree Life Hemlock comes in all standard patterns, both vertical and flat grain. Rough board and batten siding is increasingly popular for inexpensive yet good looking installations. Tree Life Hemlock takes paints and stains very well, works easily, makes wonderful economy siding.

# in siding ?



**TREE LIFE®**  
**FOREST PRODUCTS**

Hemlock Lumber • Douglas Fir Lumber • Fir Plywood  
• Plyaloy® Overlaid Plywood Siding • PlyGlaze® High-Density Overlaid Plywood • Moire® "Brushed" Plywood  
• Texture One-Eleven • Knotty Pine and Cedar Plywood

**ST. PAUL & TACOMA LUMBER CO.**

Department HH, Tacoma 2, Washington

Please send literature and other data on:

☐ Plyaloy ☐ Texture 1-11 ☐ Hemlock

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# ShowerRite® gives YOU THE WORLD'S BIGGEST PROFITS with...



**Glass Bath ENCLOSURES**

**STANDARD SHOWERITE ENCLOSURE**

For 4½' or 5' Tub, Suggested Retail Price **\$69.95**

For 5½' Tub, Suggested Retail Price **\$79.95**

Sand blast designs available for Tub Enclosures in handsome Swan, Fish or Sea Horse Designs.

**NEW FEATURES AT NO EXTRA COST**

- ★ 2 Extruded Aluminum Towel Bars, One Inside . . . One Out
- ★ NEW Noise-Proof Door Slide CHANNEL
- ★ NYLON Rollers—Operate Easily & Quietly on Top Track
- ★ NEW Deeper Bottom Guide Track

**SHOWER DOORS . . .**

Completely assembled, hammered frosted glass for easy installation. Continuous piano hinge, drip moulding, with every unit. Easy-to-grip handle. For 24" to 26" openings. Suggested Retail Price **\$39.95**

Model Illustrated with grill top **\$49.95**  
Suggested Retail Price

Your Profits Are Greater With ShowerRite. Send for Complete Facts TODAY.

**THEODORE EFRON MFG. CO.**  
6434 S. Wentworth Ave.  
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Gentlemen: Please rush me information about ShowerRite products.

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REPLACEMENT OR A REFUND OF MONEY  
Guaranteed by Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

## New Products

for further details check numbered coupon p. 562

### The Modular Kitchen—

building-block design, stack-on units



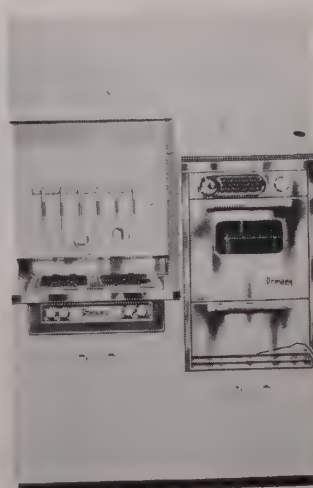
c. Hotpoint kitchen has five automatic electric appliances under continuous stainless-steel countertop. Unit takes up only nine feet of wall space which makes its design particularly good for small house construction or remodeling where space is at a premium. Built-in appliances include oversize electric oven with plug-in rotisserie and smaller companion oven, four electric surface cooking units with pushbutton controls, automatic electric dishwasher, food waste disposall, plug-in griddle, storage. Design plays off stainless steel against colored metal cabinets. Hotpoint, Chicago.



d. GE kitchen, sketched above, shows one of a wide variety of designs possible with new stack-on components. Appliances, cabinets and countertops are designed to fit together in a variety of ways to cover unfinished interior walls or to support themselves as free-standing walls. Components in-

clude kitchen center 8'-6½" or 9'-6½"; wall cabinets from 12" to 36"; sink, range, and refrigerator centers; 30" base cabinets. Every component comes in five GE "Mix-or-Match" colors to be used in innumerable combinations. Small, slanted cabinets can stow appliances. GE, Louisville, Ky.

e. Preway cooking center can be moved like building blocks from one house to another, or combined with already existing cabinets to form a permanent installation. Center includes overhead cabinet, surface cooking tops, base cabinet, oven. Oven is available in stainless steel, copper, three colors. Units can be arranged for right or left-hand oven or a divided arrangement with modules spaced out to give more work surface. Cabinets are white enamel. Preway, Wisconsin Rapids, Wis.



continued on p. 236

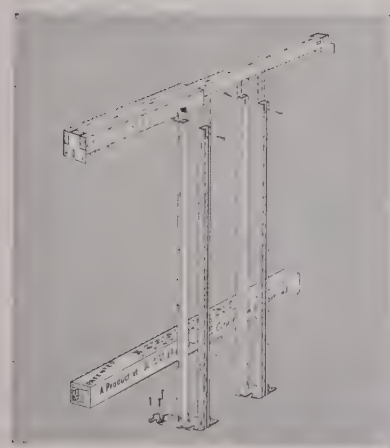


**NEW  
IMPROVED  
PATENTED**

# Kennaframe®

**SLIDING DOOR POCKET**  
FOR 1 3/8" DOORS

FEATURING REMOVABLE TRACK



Header, with factory installed track and hangers, front and rear jambs, are rolled from the compact package and loosely assembled on the floor, using screws provided.

*installs  
in minutes  
to last a  
housetime!*



One man raises unit into position in rough opening. Header and brackets are adjusted horizontally and lightly secured through vertical slots to studing. Header is levelled and position held by nailing securely to studs.

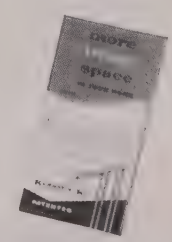


Pivotal connection of jambs to header permits easy plumbing of front jambs. Rear jambs are quickly aligned with front jambs. Spacer plates are secured to floor and non-deformative Kennaframe sliding door pocket is an accomplished fact.

Enjoy the modern, decorative, space saving features of sliding doors with KENNAFRAME —the improved and newly patented SLIDING DOOR POCKET. Kennaframe installs fast and easy due to its patented construction which allows independent alignment and plumbing of header and jamb members. All steel construction makes Kennaframe warp proof and consequently trouble-free. New removable track adds another great convenience feature to Kennaframe. Kennatrack's engineered hardware with center mounted hangers for even distribution of door weight over eight nylon wheels assures smooth, quiet, finger tip door operation. *Kennaframe — the name to remember in sliding door pockets.*

WRITE FOR NEW  
**Kennaframe®**  
FOLDER

Today — be sure to write for your copy of our new Kennaframe folder. Complete story in a nutshell.

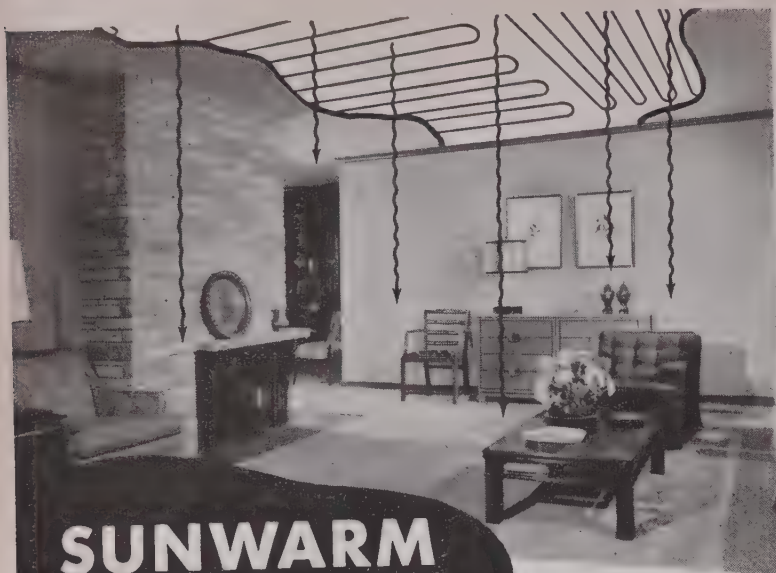


**Kennatrack K**  
SLIDING DOOR HARDWARE

CORPORATION, ELKHART, INDIANA



for further details check numbered coupon p. 363



## SUNWARM Electric Radiant CEILING HEAT

Heat your homes with the radiant warmth of "indoor sunshine" . . . comfortable heat from ceiling to floor.

## MORE "Living Room" ALL OVER THE HOUSE!

Created for the spacious homes you're building today, Sunwarm Electric Ceiling Heat gives you *far more living area* than any other type of home heating . . . yet costs you *less!*

No bulky boilers, furnaces, radiators to kill valuable space . . . no registers, wall heaters or vents to work around and spoil modern furniture arrangements. Wall and floor space in Sunwarm homes is 100% usable for "living room" . . . all over the house!



Averages one-hour installation per room.



Invisible beneath plaster or dry wall.

### COMPLETE COMFORT.

Sunwarm's electric cables, forever concealed, give wonderful *radiant* warmth throughout the room, controlled by the sensitive Comfort-Ease thermostat in each room.

### LIFETIME ECONOMY.

Sunwarm costs you less to install . . . gives your buyer operating economy through the years, with no maintenance problem. Fully guaranteed.

### ABSOLUTE SAFETY.

Insulated, nylon-jacketed cables fully approved by UL; Sunwarm homes accepted without question by all mortgage-loan agencies and insurance firms.

### PROVED IN USE.

Already used and praised in thousands of homes in every section; endorsed by leading builders and contractors. Now America's fastest-growing method of home heating.

SUNWARM ALSO OFFERS a complete line of electric wall and portable heaters. Write for full information.



READY NOW . . .

Your free copy of "A New Perspective in Heating Comfort." Get the complete story of the "invisible heating plan" that opened a new world of home comfort! Write today!

SUNWARM, INC.  
KINGSPORT, TENN.

# SUNWARM

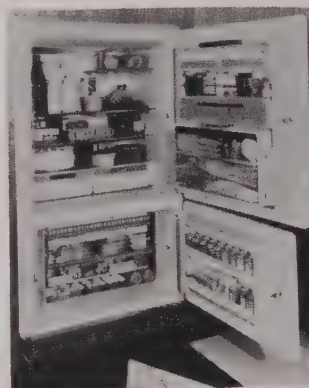
## RADIANT CEILING HEAT

The built-in refrigerators—  
good styling, wise use of space



f. Panoramic refrigerator in Holiday kitchen is installed at waist height for easy access. Unit has 10½ cu. ft. of storage space. Shelves roll out and there are special storage facilities for eggs, butter, cheese,

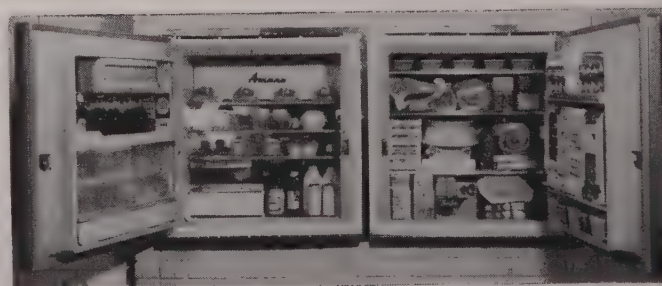
fresh vegetables, meat and leftovers. Refrigerator is 4' wide; when twin doors with shelves are open, 8 lin. ft. of storage is visible. Below counter height is a 6 cu. ft. drawer-type freezer. Frigidaire, Dayton.



g. Refrigerator-freezer combination can be installed vertically or horizontally, supposedly the first unit of its kind to provide this flexibility of installation. A two-door unit, compartments may be placed side by side, or vertically with freezer beneath refrigerator. Both types have total storage volumes of 12 cu. ft. Showcase Crisper in refrigerator holds over ½ bushel. Westinghouse, Mansfield, Ohio.



h. New twins are refrigerator, freezer of Philco Custom Sectional line. Refrigerator is 8.2 cu. ft. Storage compartment has two crispers, two full width and two half width shelves. Freezer, not shown, is 6.8 cu. ft. with two slide-out drop-front storage baskets. Dimensions of each are 33½" w., 28" d., 34¾" h. Philco Corp.



i. More twins are those in the Amana line. Shown here installed side by side, units can be put in at any height and in any position best suited to kitchen work and styling, are completely finished on all sides. Freezer at right holds 234 lbs. of frozen food. Refrigerator puts a lot of storage in the door — bottle shelf, butter

keeper, crispers, drawers for eggs and cheese. Freezer door has racks for standard frozen food packages, frozen juice bar, shelf of five plastic reusable containers for leftovers. Outside dimensions of each unit 33" w., 34.5" h., 23.5" d. Amana Refrigeration, Inc., Amana, Iowa.

continued on p. 240



# PERFORMANCE PROOF:

Here's what the owner-builder and plumber say about a typical C-E Heatmaster installation:

THE OWNER-BUILDER,  
ANDREW YEDYNAK, SAYS,  
"FAR SUPERIOR."



"We investigated about 10 different air-conditioning-heating methods before we built our dream home. We finally decided on the C-E Heatmaster System. It's far superior to any forced air system we know of, both in cost and in efficiency of operation. I know. We've lived in four different houses since 1945. Our experience with forced air and heat circulating systems convinced us the C-E Heatmaster 'wet' system was the best buy."

Mr. Yedynak's wife, Violet, had this to say: "The C-E system is so simple even our six year old daughter can operate it. And I like the installation... no contraptions sticking out of windows, no ducts, nothing like that."

THE PLUMBER,  
MARTIN MOLOTSKY, SAYS,  
"SIMPLE AS COULD BE."

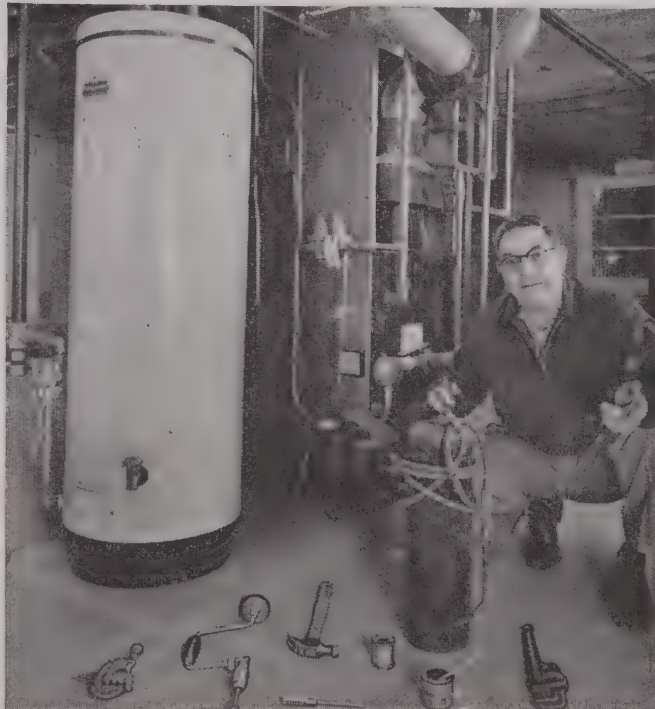


"The C-E Heatmaster was the first 'wet' air conditioning and heating combination I've ever installed. We didn't run into any complications at all. In fact, we used fewer man-hours (48) to install this system than we would have needed for a comparable hot water radiator installation. It adds up to quite a saving. I'm convinced that this 'wet' system is the future standby for heating and air conditioning homes."

Mr. Molotsky has been a plumber for fifteen years and heads his own business. He later commented, "I only wish I had this C-E Heatmaster combination in my own home." The C-E Heatmaster System, which Mr. Molotsky installed, is the first of its kind in the Kansas City, Missouri area.



Extremes of climate (hundred-plus in summer, ten-minus in winter) helped the owner-builder decide to equip this Hickman Mills, Missouri home with the C-E Heatmaster System.



Mr. Molotsky points out how little equipment is necessary to install a C-E system. The pre-engineered, packaged C-E system required only the simple tools shown in the picture for installation. (This picture was made before piping was insulated.) Mr. Molotsky also installed the 40-gallon Heatmaster glass-lined water heater shown in foreground.

Take advantage of the many benefits C-E Heatmaster Home Heating and Air Conditioning offers by sending for more information now. Ask about the ABC Plan for builders.

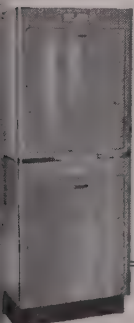


## HEATMASTER

### HOME HEATING AND AIR CONDITIONING

the simplest way to heat and cool a home

COMBUSTION ENGINEERING INC., Home Equipment Division  
971 West Main Street, Chattanooga 1, Tennessee

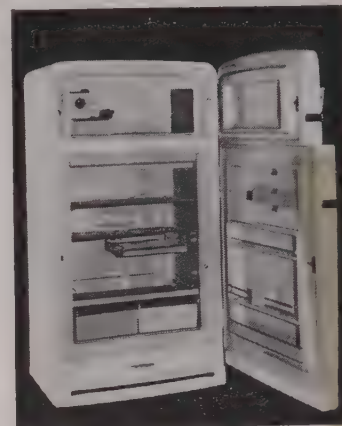




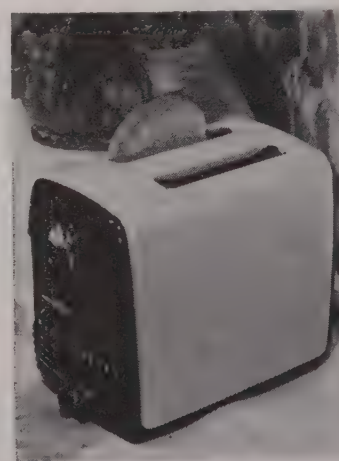
for further details check numbered coupon p. 362

## The New Appliances—

color, easy upkeep, fingertip control



j. Servel gas refrigerator opens the door on color. Interior is color keyed along a Mondrian pattern—one dominant area of muted color or white, intensified by smaller rectangular areas of bright colors that seem almost three-dimensional. On door, color indicates butter chest, three tilt-out egg trays, bottle shelf. Inside refrigerator, bins, shelves are color keyed. Inside freezer, automatic ice server, upper left, freezes ice cubes without trays, stores them in container, automatically replaces them as they are used. Air-drying process eliminates cubes sticking to one another. Ice server is also color keyed to match rest of refrigerator. Servel, Evansville, Ind.



k. Westinghouse pop-up toaster can mix or match into any of the new Westinghouse kitchens since it comes in the four Confection colors plus white. As sister models to current toaster, the new toasters retain basic exterior appearance. Each end is ebony-finished phenolic plastic with handles molded as part of each end. Thermostatic control regulates amount of heat needed to brown toast according to dial setting. You can, for instance, get medium-brown toast in 90 seconds. For model home builders, the new toasters may be of particular interest in putting the color idea across right down to the smallest kitchen appliance. Westinghouse, Mansfield, Ohio.

continued on p. 246



Attractive brick-panel housing of the Van-Packer Chimney adds beauty to all homes, gives massive appearance of conventional construction.

## You get permanence of masonry, economy of pre-engineering with the Van-Packer Chimney

**You're installing a 100% safe,** permanent masonry chimney when you specify the Van-Packer Packaged Masonry Chimney for the homes you build. Van-Packer flue sections are built of  $\frac{5}{8}$ " fire clay tile liner, 3" vermiculite concrete insulating wall and cement-asbestos jacket.

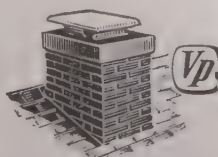
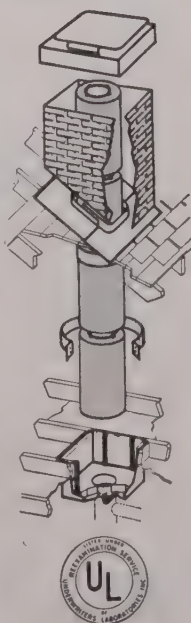
**Low-cost, pre-built** Van-Packer Chimney goes up in 3 hours, saves you 20-40% over brick. All parts provided, including flashing.

**Brick-panel housing** of weather-proof cement-asbestos blends with your homes, assures buyer acceptance.

**UL listed** for all fuels for all home heating plants and incinerators; approved by major building codes.

**Ceiling or floor suspended** Van-Packer saves you space, lets you locate furnace anywhere. 14" O.D. flue sections fit between joists 16" O.C. without joist cutting.

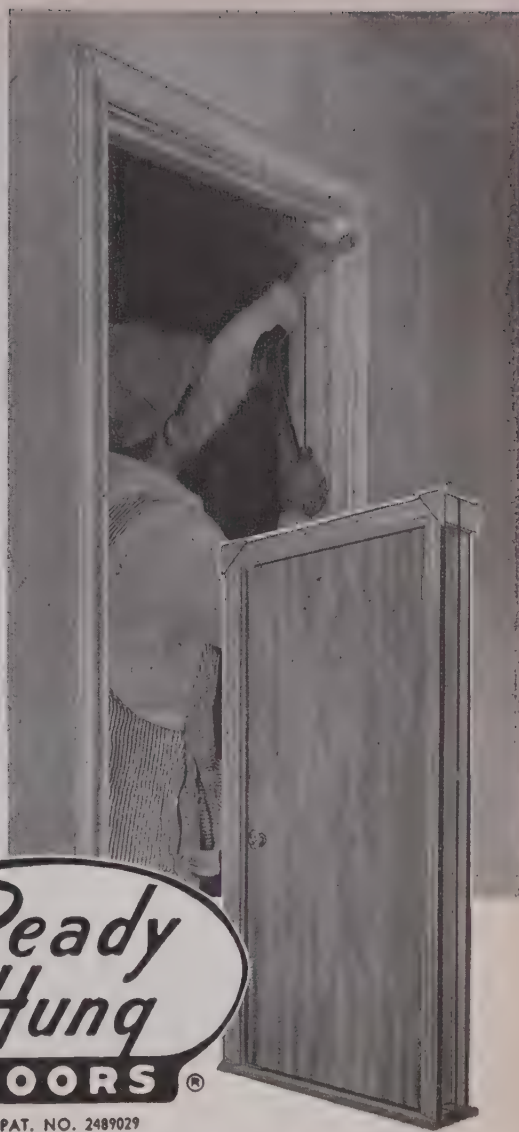
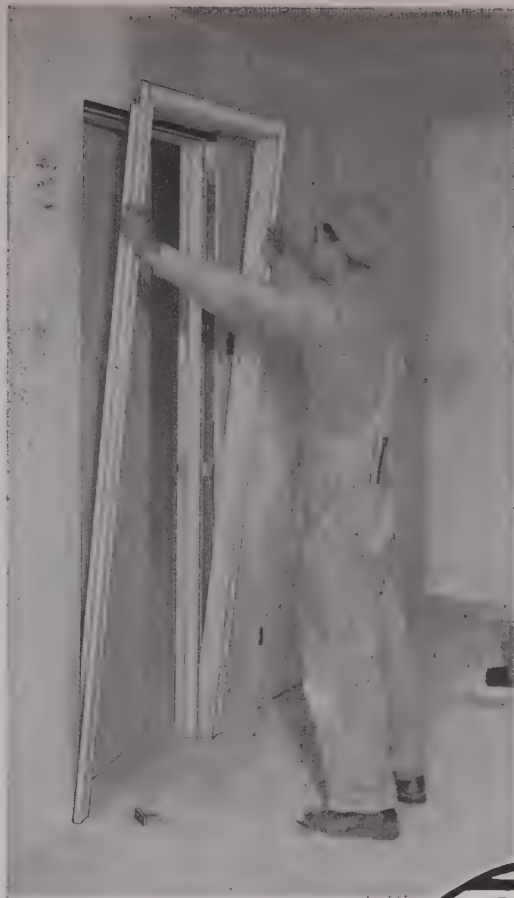
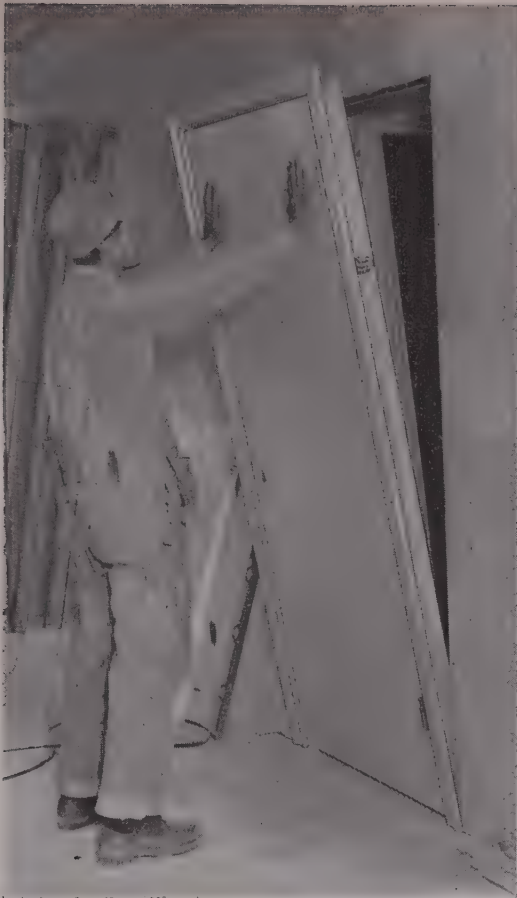
**Immediate delivery** to job from your local heating jobber or building material jobber. See "Chimneys — Prefabricated" in yellow pages of classified phone book, or write Van-Packer Corp. for Bulletin RS-1-19.



**Van-Packer** PACKAGED MASONRY **Chimney**

Van-Packer Corporation • Bettendorf, Iowa • Phone: Davenport 5-2621





SIMPLY SLIP THE HALVES TOGETHER  
IN THE OPENING AND NAIL IT TO THE WALL

IT'S DONE IN **20 MINUTES!**

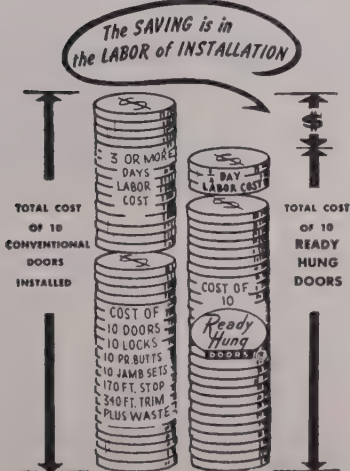


PAT. NO. 2489029

**REDUCES FINISH CARPENTRY COST 65%!**

### COMPARE COSTS

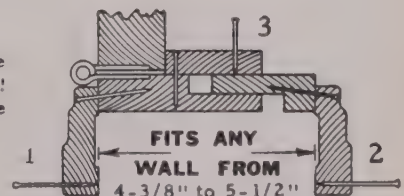
ON A HOUSE WITH 10 DOORS



On a house with 10 doors . . . Ready Hung Doors\* will

ELIMINATE	—	Sawing one or both ends of 120 pieces of lumber
ELIMINATE	—	Planing one or both edges of 10 doors
ELIMINATE	—	Boring 30 holes
ELIMINATE	—	Cutting 40 hinge mortises
ELIMINATE	—	Cutting 20 lock mortises
ELIMINATE	—	Cutting 80 trim mitres
ELIMINATE	—	Cutting 40 stop mitres
ELIMINATE	—	Driving 350 to 500 nails
ELIMINATE	—	Driving 160 screws

Simply slip the halves together in the opening and drive nails at 1, 2 and 3! There is nothing to saw, plane, bore or mortise!



READY HUNG DOORS CAN SAVE *You* THOUSANDS OF DOLLARS A YEAR!

\*Trade Mark Registered

**CALL YOUR LUMBER DEALER • READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS**

**ALBANY, N. Y.**  
Iroquois Millwork Corp.  
**BALTIMORE, MD.**  
Central Building Supply, Inc.  
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National Woodworks, Inc.  
**BOSTON, MASS.**  
A. W. Hastings & Co., Inc.  
Sommerville 44, Mass.  
**BUFFALO, N. Y.**  
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**CINCINNATI, OHIO**  
Acme Sash & Door Co.  
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**MARION, IND.**  
General Millwork Corp.  
**NEW YORK, N. Y.**  
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READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

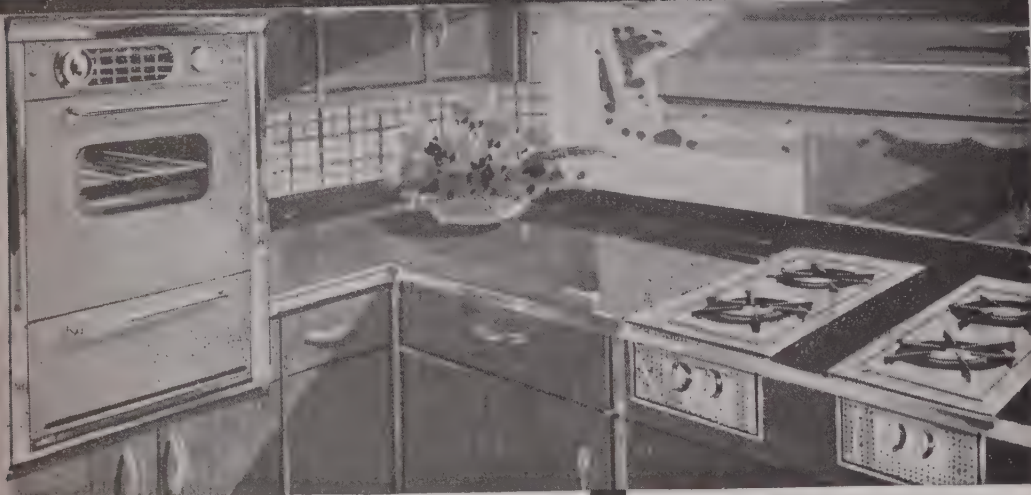
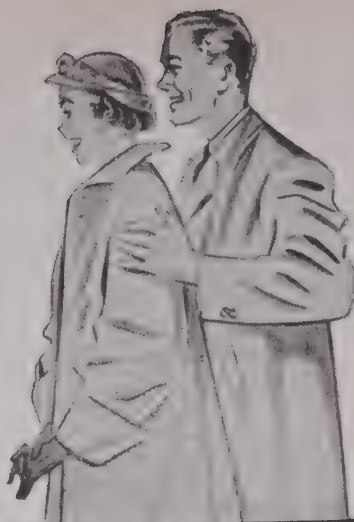


for further details check numbered coupon p. 362

# PREWAY Bilt-Ins...

gas or electric

## make your dollar more productive



Patents Pending



Choose PREWAY gas and electric Wallchef and electric Counterchef ovens in satin stainless steel, white, Sunshine Yellow or Vintage Green enamel. PREWAY electric Wallchef also available in antique copper.

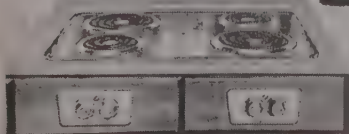


Approvals:



Acceptable to: F.H.A. — V.A.

Illustrated is PREWAY'S four-element electric Counterchef in satin stainless steel. Available, too, in two-element units. PREWAY gas Counterchef also designed in two or four-burner units, in satin stainless steel or white enamel.



The Most Complete Line of Built-In Cooking Equipment for the Home.

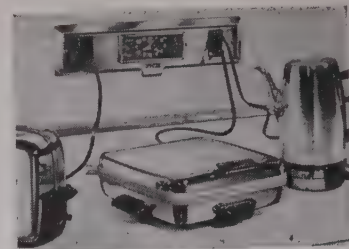
# PREWAY Inc.

2456 Second St., N.  
Wisconsin Rapids, Wisconsin

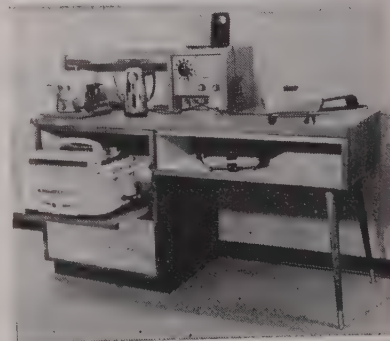
As every home builder knows, the one best way to beat today's profit squeeze — and tomorrow's — is to make each unit of area, each man-hour of labor, each dollar of investment more productive. Whip-cracking won't do it, but careful planning will . . . planning based on accurate up-to-the-minute knowledge.

For example, if you have the facts on PREWAY, you know you can readily trim a hundred dollars or more from the cost of a modern kitchen by using Wallchef and Counterchef Bilt-Ins. These fully approved units, with patented features and all automatic controls, are the easiest to install. You gain time, save on labor! And because they are judged the world's most beautiful built-ins, available in a wide range of finishes, they add a special note of luster to the appearance of your kitchen.

Investigate the potential Wallchef and Counterchef units offer you. Plan to see them at the Chicago Show or at the distributor's display room in your area . . . and write today for product bulletins on the type that interests you — gas or electric.



**I. Globe Electropanel** provides an appliance center by means of one small outlet plate. Electropanel converts 220 v. current to regular 110 v. service, allows housewife to use four electric appliances at one time without danger of overloading circuits or blowing a fuse. One appliance outlet is for timed cooking, controlled by electric clock in center of unit. Panel may be flush-mounted in any location, as wall installation, shown above, or in front section of base cabinet. Interior box fits between normal house studding. Unit is 17½" w., 4¾" h., comes in either stainless steel or copper finish, which lends itself to installation in family rooms, porches, terraces for informal parties or outdoor cooking. Globe American Corp., Chicago, Ill.



**m. Automatic appliance center** installed here in "Store-N-Cook" unit is one foot square with an 11" depth that permits installation in standard kitchen cabinets. Equipped with three pull-out extension cords, two appliance outlets, the center gives ample supply of electric current for five appliances in simultaneous use. Automatic timer-selector dial enables housewife automatically to time a cooking operation on any one of the five circuits. Standard equipment for unit is panel of circuit breakers with reset switches. Unit is wired for 220 v. "Store-N-Cook" unit — you see it open and closed — has room for a host of electric appliances and handy roll-out shelves for oven and fryer. Unit is custom built. Information on both, Westinghouse, Mansfield, Ohio.

continued on p. 250





Arlene Francis of NBC-TV's "Home"

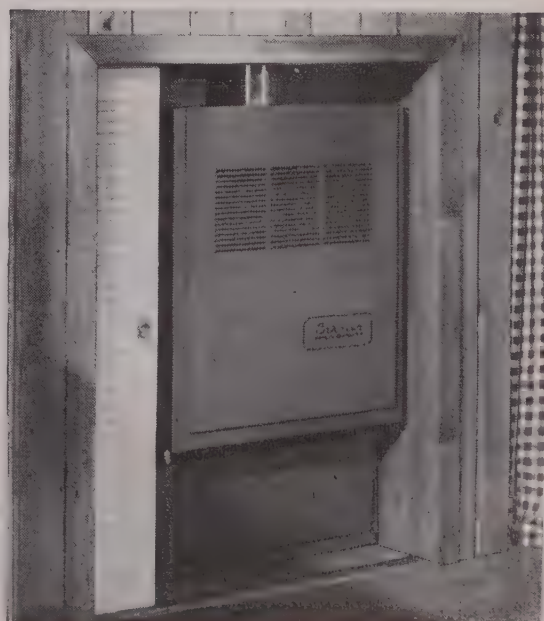
## you sell your homes!

And here are two other good tips to help you sell your homes:

*Call the Carrier man early!*—before your plans are drawn. Your Carrier dealer knows the Weathermaker Home idea. He can help you to cut costs. He can help you increase the value of your homes.

*Air conditioning is a powerful selling point*—include Carrier air conditioning right in your sales package. When air conditioning is built into the home and into the price, the buyer knows what he's getting.

Carrier Weathermaker Air Conditioning can help you sell homes fast! Call your Carrier dealer listed in the Classified Telephone Directory or write Carrier Corporation, Syracuse, New York.





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# Van-Ply's

# Texture One-Eleven®

EXTERIOR FIR PLYWOOD • EXT-DFPA

...new handsome plywood panel  
with 11 lives

INSIDE OR OUT IT BOASTS  
HIGH STYLE BEAUTY  
HOME-BUYERS SEEK

**A Beauty for Economy!** Van-Ply's Texture One-Eleven is deep grooved; unsanded finish enhances natural wood interest; stain or finish it for most unusual dimensional effects. It's designed for taste, effect and saving building costs.

**Quick and Easy to Apply!** Van-Ply's Texture One-Eleven needs no backing; shiplap edges continue groove pattern without obvious joints. And it goes up fast just like our elegant relief-grain Decopanel and exotic two-tone Shan-Tong. Van-Ply's Texture One-Eleven, a product of Fort Vancouver Plywood Co., is sold exclusively by Vancouver Plywood Co.

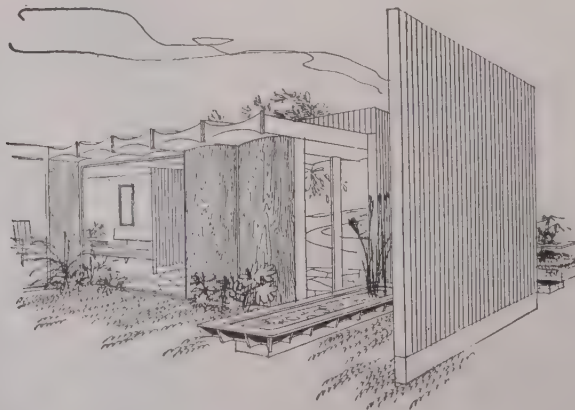
#### Use 11 ways or more:

- ceilings
- fences
- siding
- accents
- featured walls
- counter facings
- gable ends
- carports
- movable shelving
- display areas
- acoustical properties



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to make it better!

Complete stocks of Van-Ply products are carried by principal plywood distributors in all metropolitan areas. Write for name of your nearest distributor. He can show you samples and explain in detail the many uses of dependable Van-Ply plywoods.

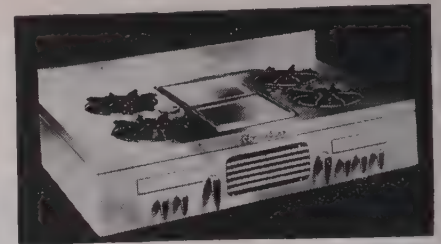


## Vancouver Plywood Co.

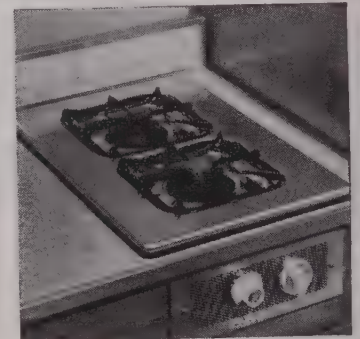
P. O. Box 720, Vancouver, Washington • Phone OXford 3-2517

Vancouver, Washington

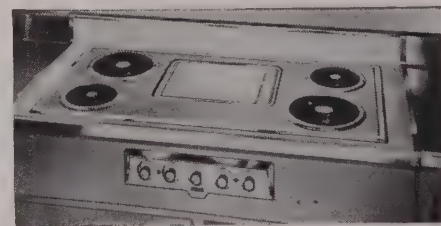
Member of Douglas Fir Plywood Association • Manufacturers of Fir Plywood and Decorative Panels



**n. Built-in broiler-griddle** sets into a counter top. Unit has 4 full-size burners, separated by a griddle which lifts up to disclose the Chambers "In-A-Top" broiler—all in 42" of counter space. Broiler will do steaks and chops smokelessly without turning, manufacturer says, comes to counter top level at a flick of the wrist. Burners come with individual drip rings to catch boil-overs; crumb trays pull out for easy cleaning. Stainless steel or copper front, sides. Chambers Ranges, Indianapolis, Ind.



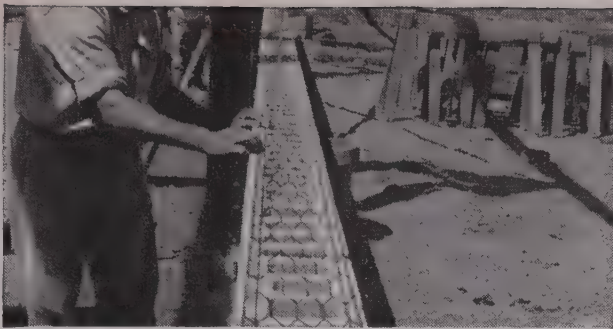
**o. Built-in gas cooking units** by Roper incorporate a controlled-heat top burner in the "arrangeable" units. Called "Tem-Trol," the automatic burner makes any utensil fully automatic, since housewife turns dial to temperature desired and "Tem-Trol" takes over, cooks food until done, then keeps it warm until time to serve. Company says "Tem-Trol" eliminates boil-over, scorching, and clock watching. Units come in decorator colors to match new kitchen colors. George D. Roper Corp., Rockford, Ill.



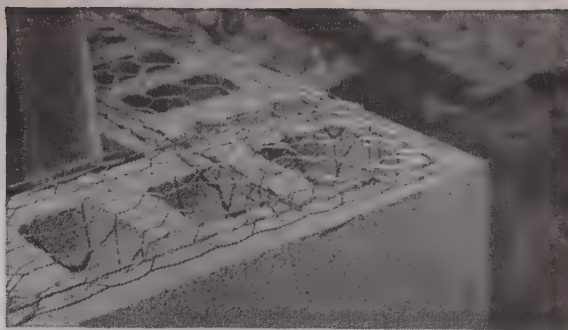
**p. Drop-in surface unit** fits flush with countertop, requires only straightline rectangular opening. The unit above includes a grill with automatic temperature control, large surface area. Four burner units are claimed to give hot heat in 30 seconds. Dial panel can be mounted on the unit or installed in wall or cabinet for remote control. Two sizes; 34" x 21" x 5" and 42" x 21" x 5" are designed to fit standard counter-tops. In stainless-steel with picture-frame edge. Globe, Chicago, Ill.

continued on p. 254

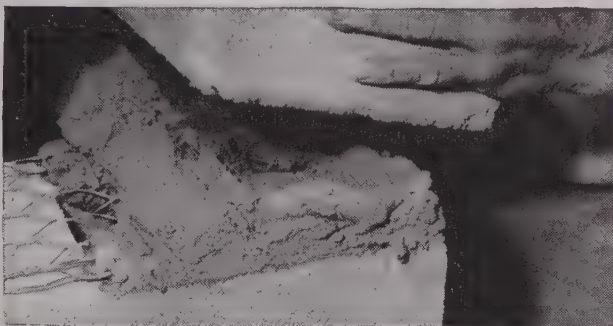




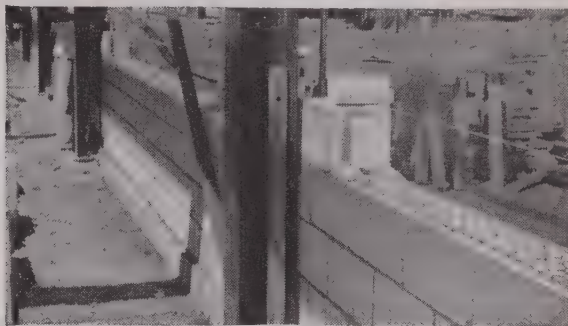
**Key-wall** is made for the following wall thicknesses: 4", 6", 8", 10", and 12".



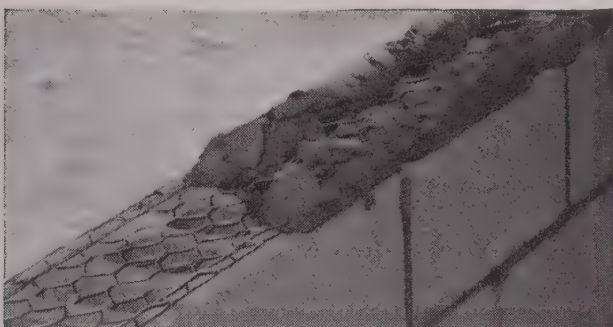
**Key-wall** is lapped at corners without adding thickness to the joint. Quick and easy to do. Provides exceptionally effective reinforcement of corner.



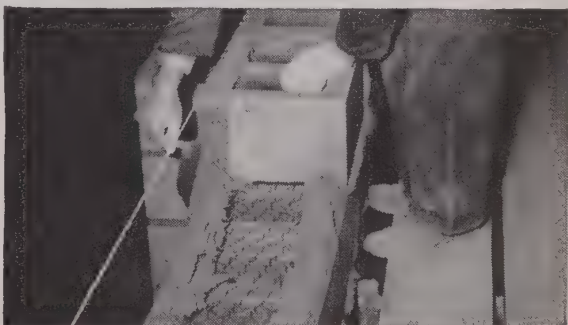
**It is easy** to build up reinforced corners with KEY-WALL. Short lengths may be cut and used without reducing effectiveness of reinforcement.



**For long walls**, KEY-WALL rolls out entire wall length without joints.



**Mortar flows readily** around KEY-WALL to give full embedment. Tests show an exceptional bond.



**Masons like** the ease with which block can be laid when they use KEY-WALL as reinforcement. The mesh helps hold the mortar in place.

## a new type of masonry reinforcement that gives greater value at lower cost

**AT LAST**, tests reveal basic facts about reinforcement of concrete masonry. Take the problem of shrinkage cracks. "With KEY-WALL in each joint of the test wall, the largest crack was only one fourth as great as that in the unreinforced wall. As a matter of fact, most of the cracks in the wall reinforced with KEY-WALL in every joint were microscopic in size. This is clear evidence of the effectiveness of KEY-WALL as a means of resisting shrinkage cracking," the test report states.

What's more . . . you get better bonding with KEY-WALL.

There are many other advantages you get when you specify and use this revolutionary new product. It will pay to get all the facts.

### KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois

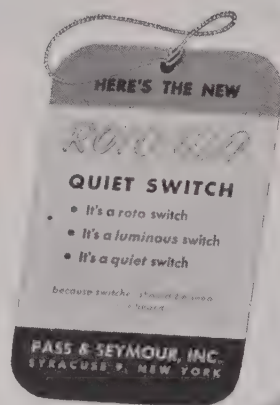
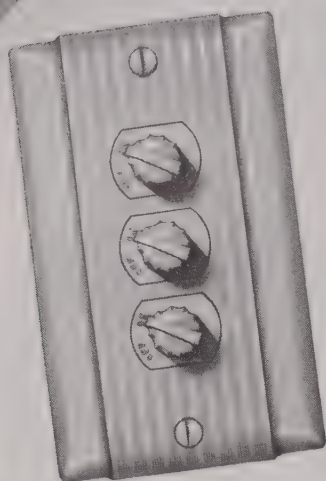
Please send me free sample and copy of KEY-WALL masonry reinforcing report made by the Research Foundation, University of Toledo.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



for further details check numbered coupon p. 258

where **1<sup>st</sup>**  
impressions count

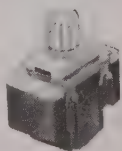


count on

**ROTO-GLO®**  
QUIET SWITCHES

When a prospective buyer goes through your house, first impressions count. Built-in wall ovens and ranges... lighting fixtures... modern ROTO-GLO Quiet Switches — all create the feeling you've taken extra pride in the house bearing your name, that you've insisted on the *finest* electrical equipment available. That's why you're many steps ahead when you specify ROTO-GLO Quiet Switches to your electrical contractors.

Consumers are being told and sold on ROTO-GLO by the biggest national advertising and merchandising promotion in the wiring device industry. Millions of pre-sold consumers are reading about ROTO-GLO Quiet Switches in leading shelter magazines. The response for Pass & Seymour's booklet, "Modern Electrical Living," has been overwhelming. Certainly this proves they're interested in the whisper-quiet roto-type switch that glows in the dark... *that costs only a few pennies more.*



Despard Type 15 Amp.  
120 Volts AC  
277 Volts AC



Strap Type 15 Amp.  
120 Volts AC

Send today for complete information on the ROTO-GLO Quiet Switch and for a folder on modern Despard wiring devices, to Dept. HH-11.

## The New Ranges—

swing-out broilers, elevator ovens



**q. Gas range** has a host of new features. On range top in picture above, griddle and shield have been placed in position to reveal a new, extra-large fifth burner. The burner and griddle are controlled by a "Thermal-Eye" which maintains an even heat level thermostatically to make every utensil an automatic cooker. Rotisserie, below, converts into an elevator broiler with ten positions from top to bottom of broiler unit. "Oven-Sentinel" is an automatic roasting control that takes the guesswork out of roasting. To operate, set the dial to degree of doneness, and when roast is finished, oven turns off automatically. Dial can be set for beef, cured pork, veal, ham, lamb, poultry and fresh pork. Gaffers & Sattler, Utility Appliance Corp., Los Angeles, Calif.



**r. Electric range** has 30" French door. Open one door, the other opens with it and shelf rolls out for convenience in checking baking. A rotisserie slips into oven for barbecuing. Countertop work area stretches on either side of range, storage space is beneath. Above unit, exhaust hood of brushed stainless steel dissipates smoke, fumes. French doors are also prominent in wall oven which comes equipped with Miracle Filter that does away with cooking fumes. Control panel is placed above range with shallow storage for hanging cooking utensils. Frigidaire, General Motors Corp., Dayton 1, Ohio.

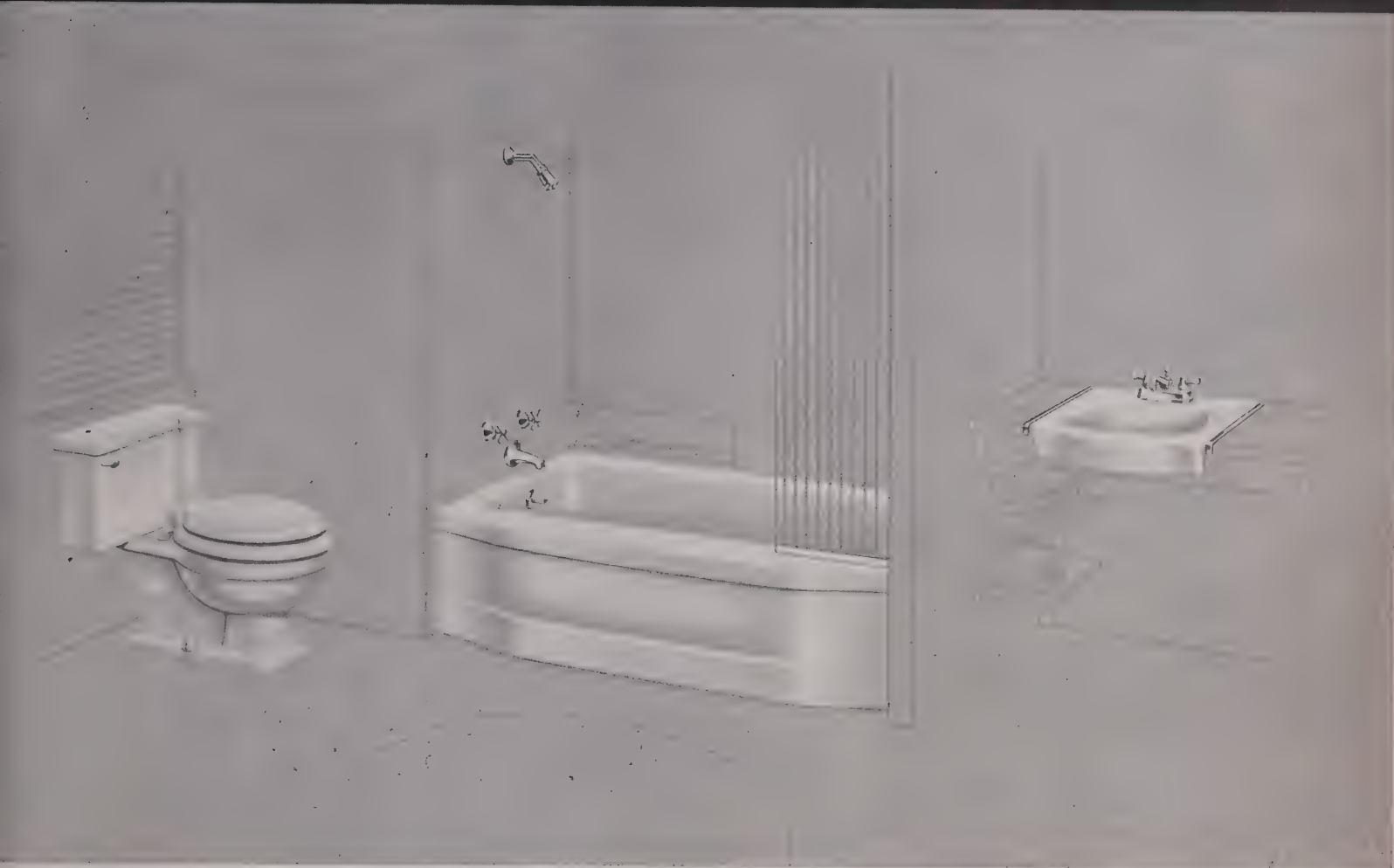
*continued on p. 258*

**P&S PASS & SEYMOUR, INC.**  
SYRACUSE 9, NEW YORK

71 Murray St., New York 7, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.  
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario



# Homes More Salable



Make your homes extra desirable by equipping them with a second bathroom like this—in another sparkling Beautyware color.

The Marquette tub is full sized, functional in design, and built for luxurious bathing in every respect. The Prince closet, one of the most popular styles, features close-coupled, reverse-trap design and time-saving two-bolt installation. The new Lindsay open front lavatory, has a deep bowl, wide ledge and builds into an economical 16 inch counter top.

This second Beautyware bathroom is carefully laid out for back-to-back installation with the Master bathroom—requiring a minimum of plumbing.

*Specify* →

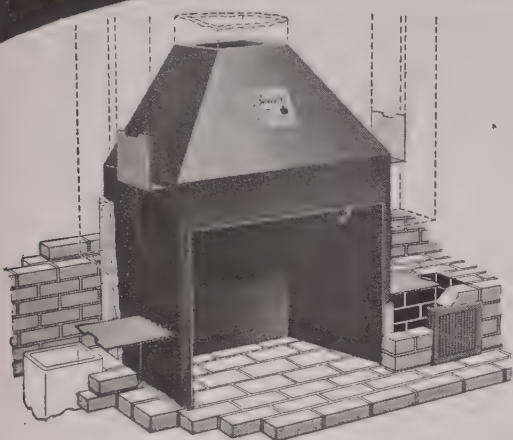
B-301	Marquette left outlet tub
T-8115	Bath and shower fitting
T-8400	Trip lever drain
B-6420	Prince reverse trap closet
No. 50	Olsonite seat and cover
B-3570	Lindsay vitreous china lavatory
B-3070	Union strips
T-8820-S	Centerset fitting

# BEAUTYWARE



for further details check numbered coupon p. 262

the extra sales appeal of the **OPEN FIREPLACE**  
can now be added to  
**LOWER PRICED HOMES**  
with *Benefire*... the  
**COMPLETE FIREPLACE FORM**



WITH *Benefire*® THE WHOLE FIREPLACE  
COSTS LESS . . . OPENS A WIDE NEW  
MARKET IN LOWER PRICED HOMES

Now you can incorporate your customer's "dream" fireplace even in your moderate priced homes. *Benefire* is the complete fireplace form . . . saves up to a ton of costly masonry on each fireplace . . . builds a perfect fireplace quicker and easier . . . New throat damper really closes tight, without packing . . . New "Ductops" make duct work cheaper than laying solid masonry . . . Let's look at some of the new features that now put an open fireplace within the reach of all your customers.

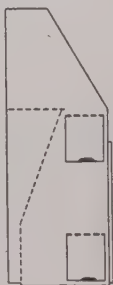
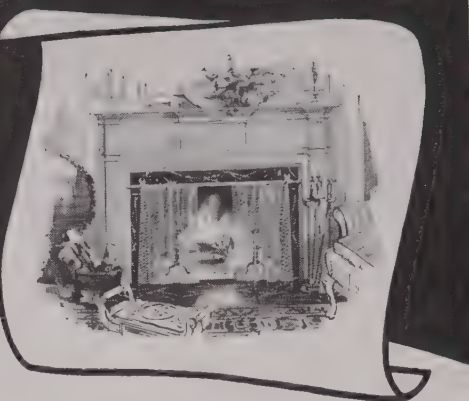
#### ARE YOU TAKING ADVANTAGE OF THESE TIME AND MONEY SAVING FEATURES?

1. Adjustable Flue Connection . . . where needed, flue connection enlarges to support larger flue tile.
2. Extra Large Smoke Dome . . . gives gradual funneling from throat all the way to the flue.
3. New Tight-Seal Throat Damper . . . seats tightly all around without packing.
4. Exact Draft Control . . . Intermediate settings control excess heat loss, in a simple Ratchet or popular outside "Rotary". Neither relies on short-lived springs or friction.
5. Well Proportioned Opening . . . Depth and height are carefully related to gain broadest view of fire, most radiant heat and fuel capacity.
6. Square-Sides . . . gives larger heating chambers, easier brick lay-up, saves masonry.
7. All-Around Sealing Flange . . . gives quick, permanent leak-seal around hearth as well as front.
8. Air Inlets and Outlets . . . conveniently located, "Ductops" lift to form difficult part of ductwork.
9. Firebox Walls . . . back and side walls angled for greatest heat. Heavy boiler plate . . . double welded for greater than "one-piece" strength.
10. Extra Long Baffles . . . in heating chambers, conduct incoming cool air to heat center at back wall.

#### See your LOCAL BENNETT SUPPLIER

for full details and low prices on the new mason designed *Benefire* Unit, and also the complete line of dampers, ash dumps, grilles, grates, lintels, etc.

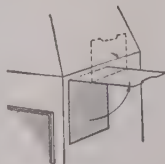
Write to 456 Call Street for complete new catalog.



THE COMPLETE FORM FROM HEARTH TO FLUE... *Benefire* is a complete form—all around and right up to the flue. Just set the unit on the hearth, place the flue on the unit, and lay up the masonry.



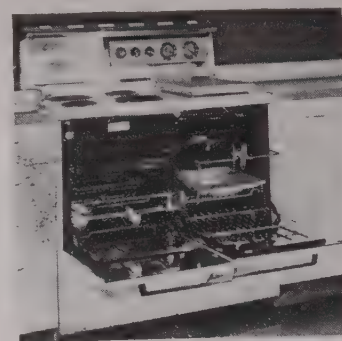
NEW SQUARE FORM . . . Square sides on the new *Benefire* eliminates slow, troublesome diagonal courses. Incidentally the bigger air chambers of the new *Benefire* occupy more space, save masonry in addition to giving larger heating capacity. The average size now "displaces" 116 bricks—half a ton of masonry.



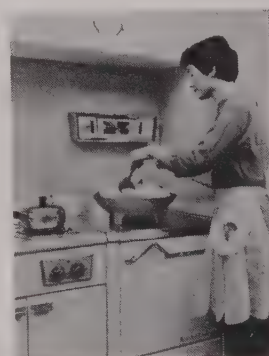
NEW "DUCTOPS" . . . Here is a real time saver. Just bend up the "knock-outs" to the required angle and you have a form for the troublesome part of the duct work. Now with "Ductops" it's actually faster and cheaper to build ducts than to lay solid masonry. If you run the outlets straight up and have the grilles near the ceiling (where they look and work best) you can save up to another half-ton of masonry!

**BENNETT-IRELAND INC.**

Chartered in 1906  
NORWICH, NEW YORK



s. Hotpoint range has a master oven with oversize plug-in rotisserie for barbecue-broiling. A "heat watcher" automatic unit in center of left rear surface unit makes pots and pans, custom cooker (left) automatic. Raisable left rear unit also converts into deep fat fryer. A meat thermometer indicates doneness of meat on range back panel gauge. Other features include a plug-in surface griddle, automatic timers and a raisable broiler rack. Range comes in several colors including blue, green, yellow, pink and brown. Control panels, time centers are finished in a bright silver facing on deluxe models. Hotpoint, Chicago.

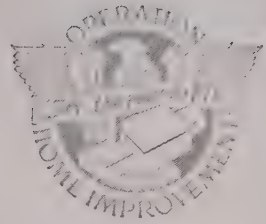


t. Elevator oven, shown here in both up and down positions, is elevated electrically to exact height needed by housewife. At touch of a switch, oven automatically elevates to proper working height, rises as much as 15" above work surface and may be stopped at any height. In lowered position when food is cooking, top becomes part of work surface. Top and range surface are stainless steel. On back wall is automatic control center, available as an accessory. Companion unit is matching cabinet with four surface units for cooking. Philco Corp., Philadelphia, Pa.

continued on p. 262



## There's a Marlite Panel for every O. H. I. project!



### Marlite Plank and Block

Exclusive tongue and groove joint speeds installation, lowers "in place" costs. Planks are 16" x 8'; Blocks are 16" square. Soilproof baked melamine plastic finish never needs painting; cleans with a damp cloth. Available in "Companion Colors" styled by Raymond Loewy Associates, plus distinctive wood patterns . . . all in soft lustre finish.

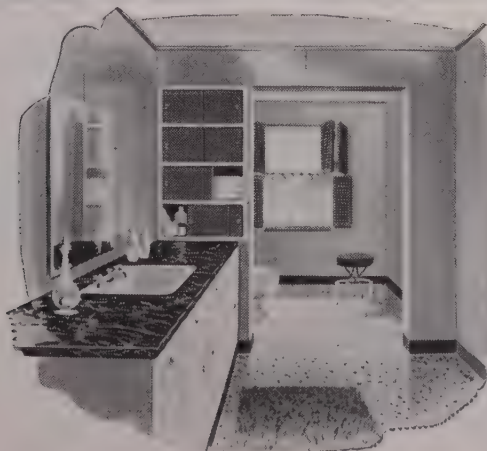


### Marlite Woodpanel and Marble Panel

Authentic reproductions of fine, fully-finished hardwoods and rare, imported marble. Woodpanels are 4' x 6' and 4' x 8'. Marble Panels are 32" x 48", 64" x 48" and 96" x 48" (grain runs in direction of second dimension). Baked melamine plastic finish resists heat, moisture, smudges, and stains. In addition to large sheets, most wood patterns are available in Planks and Blocks.

*that's the beauty of* **Marlite®**  
PLASTIC-FINISHED WALL AND CEILING PANELING

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH



### Marlite Deluxe Hi-Gloss Panels

High lustre, mirror-like finish for easy maintenance. Plain and tile patterns available in a wide range of decorator colors. Large panels are 4' wide and in lengths to 8'. Baked melamine plastic finish seals in the colorful beauty; stays like new for years. To get complete information on all Marlite products for your O.H.I. projects, see your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept. 422 Dover, Ohio.



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**Your homes will sell faster with  
a LAU \*"NITEAIR" FAN  
installed at the building stage**

For complete, economical comfort cooling there's a LAU fan to fit every home you build. The LAU "Niteair" Rancher Fan for homes with low-pitched roofs, comes in five sizes, from 22" to 42" with air deliveries from 3800 to 11,929 c.f.m. They're adaptable for a wide variety of installations. These fans add selling appeal to every home with bare minimum of cost increase. See your Lau fan representative. Get the facts!

Write for interesting information regarding Air-Conditioning "relief" fans. Amazing cost savings plus increased efficiency in dual installations.

STEVE ALLEN WILL SELL LAU FANS IN 1956  
OVER THE NBC NETWORK, COAST-TO-COAST

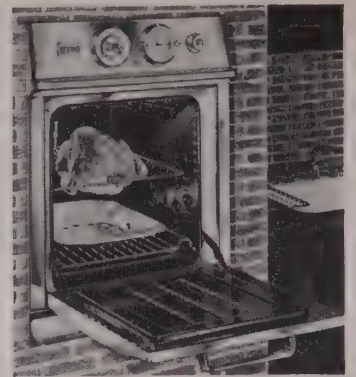
**tonight**

\*Niteair Trade Mark Reg.

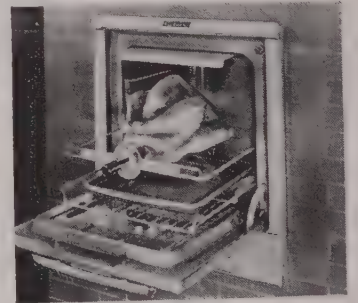


**LAU FANS • Division of the Lau Blower Company**  
**DAYTON 7, OHIO**

Other plants in Kitchener, Ont., Canada and Azusa, California



**u. Wall oven** has a plug-in rotisserie for year-round barbecue cooking. Unit will barbecue-broil a 15 lb. beef roast or an 18 lb. ham. Lighted pushbutton controls, automatic timers and plug-in heating units make for easier cleaning. Oven can be set in at whatever working height is convenient. Unit above is in brushed satin chrome. Hotpoint, Chicago.



**v. Glo-tisserie** electric oven can be installed in a wall or be stacked on a standard cabinet. Automatic rotary unit roasts or barbecues meat to doneness desired. There are two automatic rotating positions for the spit—lower position provides full 12" maximum rotating diameter. Unit available with visual or solid door. Oven is from Globe American, Kokomo, Ind.



**w. Built-in oven** features a swingout broiler that allows housewife to check broiling, turn meat without danger from hot fat, and without stooping. Oven fits into standard 24" cabinets, or installs in wall. Visual door allows housewife to check on baking without opening oven door. Control panel is mounted on top of unit. Magic Chef, St. Louis, Mo.

*continued on p. 262*



*sales-clinching*  
**Famous last words:**

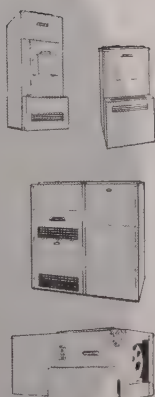
"...and it has a  
**MUELLER  
 CLIMATROL**"



**SUBURBANAIRE  
 LINE...**

yours from the makers of  
 America's most complete selec-  
 tion of heating and cooling  
 equipment.

Pictured above is a highboy  
 — 80 to 150,000 Btu in gas  
 or oil. Fully enclosed controls.  
 Lowboys, counter-flows, gravity  
 furnaces and horizontal  
 furnaces available... sized  
 right to fit your needs. And  
 Mueller Climatrol also offers  
 you a complete selection of  
 competitively priced summer air  
 conditioning equipment.



• **QUALITY, priced to protect your profits**

There's sales-making magic in the Mueller Clima-  
 trol name. Magic that results from *instant* recog-  
 nition of a nationally advertised *quality* brand.

Designed specifically for you, the Mueller  
 Climatrol SUBURBANAIRE line puts quality  
 on a paying basis... proves that quality needn't  
 be costly. Goodbye to skimpy "no-name" heating  
 and cooling equipment. Compete successfully  
 with the selling magic of Mueller Climatrol.

**SEE YOUR MAN FROM**

*Or, if you prefer, get all  
 the facts direct. Write*

**Mueller Climatrol**

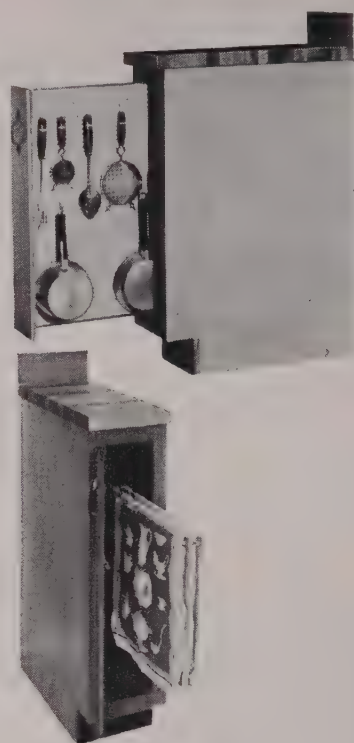
DEPT. 146, 2020 WEST OKLAHOMA AVENUE • MILWAUKEE 15, WISCONSIN



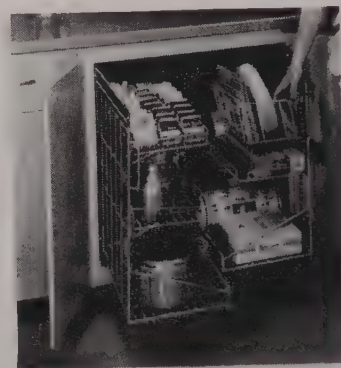
for further details check numbered coupon p. 362

## The New Storage—

a place for everything and everything in its place

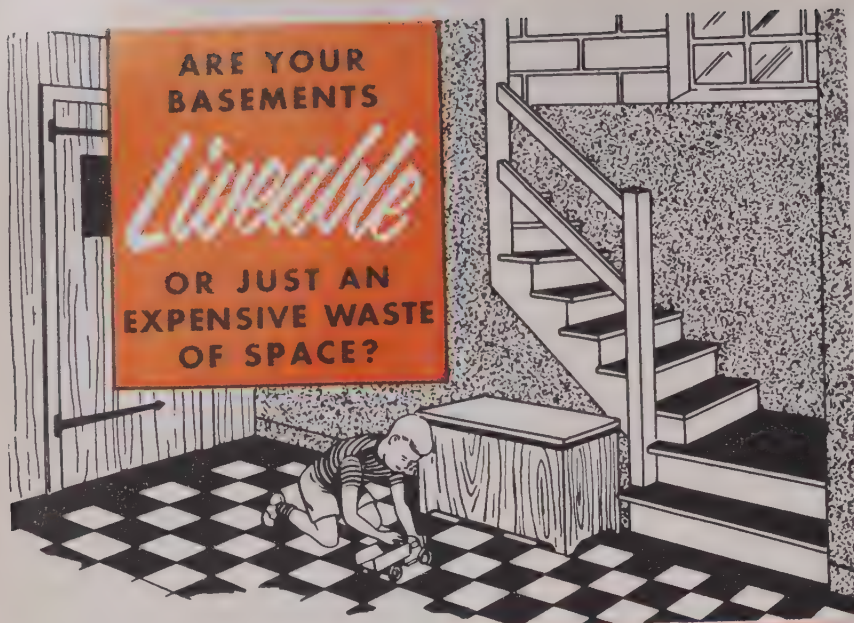


x. Cabinets store almost everything in the kitchen, position utensils, towels wherever they are needed. Utility panel cabinet, above, and towel cabinet, below, are both 9" wide. Utility cabinet makes good use of pegboard material for stowing small pans, kitchen utensils; towel rack slides out for selection, slides back when not in use. Cabinets are available in Colonial or Contemporary designs in oak, birch and knotty pine. You can make a selection from a total of 10 wood finishes or 12 colors. Hardware is either antiqued for Colonial cabinets or of polished chrome, satin black or brushed brass for Contemporary. Both, Wood-Metal, Kreamer, Pa.



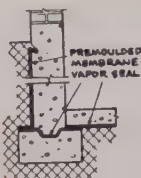
y. Multiple storage unit has twin slide-away wire cradles hung on slides and rollers to bring out items for easy reach. Special sections hold pots, pans, napkins, towels, plates, bags, condiments, etc. Storage trays adjust for maximum flexibility. Cabinet can be made to match company's new Shadow-Line style, in a natural finish or in color or white enamel. Wire cradles are specially treated to resist rust, tarnish and corrosion. Kitchen Maid Corp., Andrews, Ind.

continued on p. 270



Almost everyone agrees that a basement is a desirable addition to a home... yet too many basements are merely damp, dark rooms that are not fit for recreation or storage. However, better days are here... for the proper installation of Sealtight Premoulded Membrane, during the original construction, provides permanent protection against vapor migration and thereby completely eliminates dankness. Now basements can provide a warm, dry, liveable area that's ideal for the storage and recreational requirements of a family. Wood or resilient flooring and paneled wall treatments are not only feasible but may be safely and permanently installed. A warm, dry basement not only provides a more liveable home but a home that's also more salable in the future.

## INSTALLATION DETAILS



Sealtight Premoulded Membrane applied to the walls and under the slab (as illustrated) prevents any pressure movement of vapor or capillary (wick) movement of free water. It provides the necessary impaction sheet and vapor seal between the footing and wall. Premoulded Membrane need not be bonded to the wall as it can be "hung" from a reglet or masonry.

**SEALTIGHT**

**Premoulded Membrane**

TRADEMARK

the industries only **TRUE VAPOR SEAL**—is your one guarantee of **warm, dry** basements

The one sure way to "eliminate" the ravages of destructive moisture is with the use of Premoulded Membrane in the original construction. Sealtight Premoulded Membrane has a permeance rating of only .0066 grains per square foot... is resistant to rot, mold, and termites... is strong enough to resist tearing and puncturing... will expand and contract

with the slab above and is quickly and easily installed. We sincerely advise your comparison of Premoulded Membrane against all other vapor barrier products... we're sure that once you do you'll also agree that there's only one **TRUE** vapor seal on the market—Premoulded Membrane.

ARCHITECTS, BUILDERS, DEALERS...

WRITE TODAY for complete information that tells you where, why and how to use Sealtight Premoulded Membrane, the only true vapor seal and Corkite, the resilient, impermeable perimeter insulation.

*"Guardian of the Home"*

**W. R. MEADOWS, INC.**

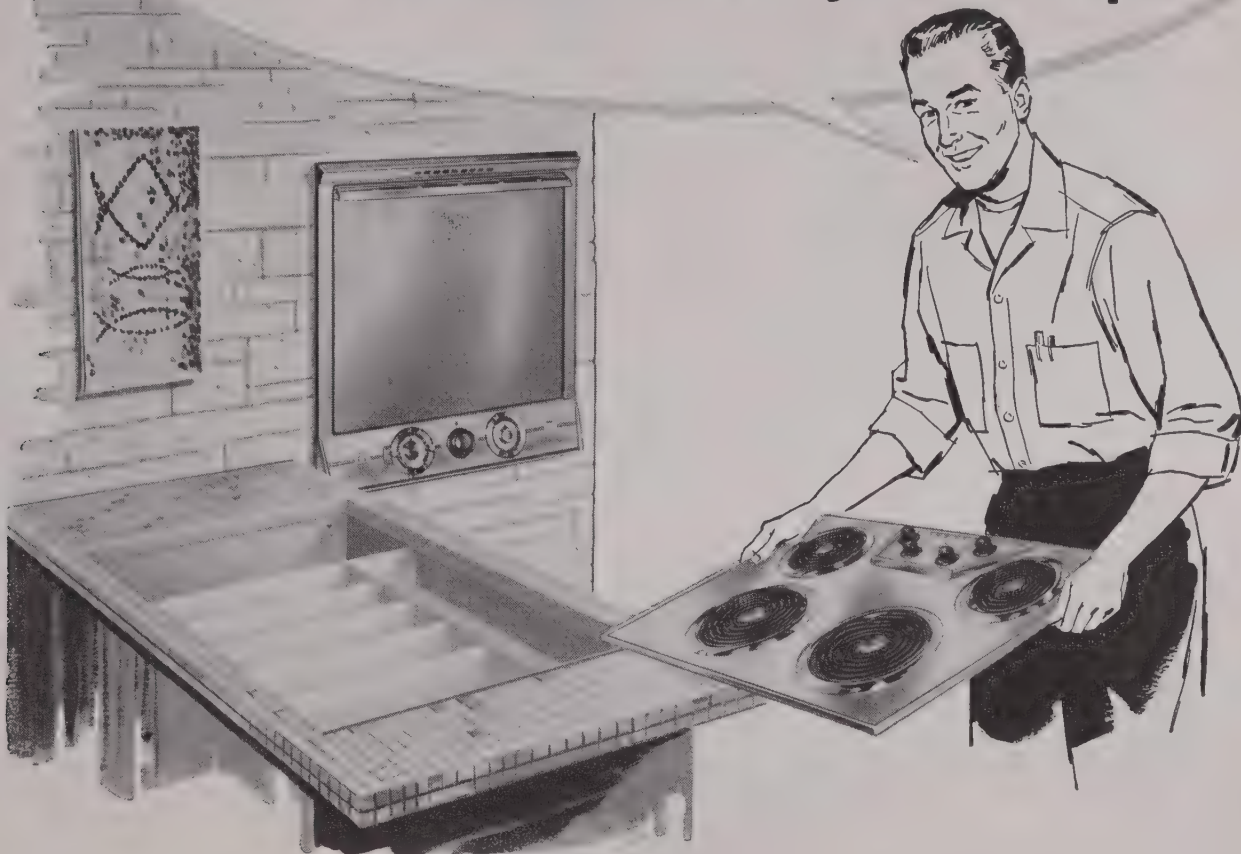
10 KIMBALL ST.

ELGIN, ILLINOIS





# New NORGE Built-in fits space 28 $\frac{3}{8}$ " by 20 $\frac{3}{8}$ "—uses just 3" depth



**Norge Surface Cooking Unit even fits cabinet with drawer!** Here's a unit that leaves you perfectly free to design a kitchen to any specifications. It actually fits the narrowest of standard cabinets. And with the Norge Built-in Electric Cooking Top roughing-in dimensions you'll see why. The unit fits into a space 28 $\frac{3}{8}$ " long, 20 $\frac{3}{8}$ "

wide and only 3" deep. It has two 6" cooking units and two 8" units.

**Broiling and baking oven to match!** It's a full size oven with lifetime Satin Finish Stainless Steel just like the cooking top. Features automatic cooking clock timer, timed appliance outlet, automatic temperature control, signal light and speed broiler. Roughing-in dimensions are 21 $\frac{3}{4}$ " wide, 25 $\frac{9}{16}$ " high, 24" deep.



## Top rated convenience in any kitchen, Norge Laundry Pair!

Available in yellow, pink, green and white. Both can be mounted flush to wall to take no more space than kitchen cabinets. Dryer vents any of 5 ways. Washer measures 25 $\frac{1}{2}$ " wide, 26 $\frac{3}{4}$ " deep, 39 $\frac{5}{8}$ " high. Dryer: 31" wide, 26 $\frac{3}{4}$ " deep, 39 $\frac{5}{8}$ " high.

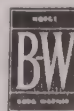
## Norge Builder Consultants ready to help you!

In the central office or among the distributors . . . whenever you call on Norge, you can rely on advice and help from men who know their products and the needs of builders, too. So call your Norge Distributor today!

Built-in Ovens and Surface Units • Automatic Washers • Electric and Gas Dryers  
Full line of Refrigerators • Home Freezers • Electric and Gas Range • Electric and Gas Water Heaters

# NORGE

BUILDER DIVISION



NORGE SALES CORPORATION, Subsidiary of BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, Chicago 54, Ill. Canada: ADDISON'S LTD., TORONTO



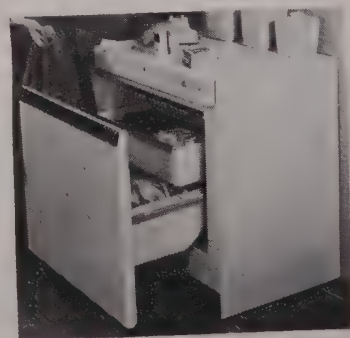
for further details check numbered coupon p. 562



**z. Silver storage tray** is lined with tarnish resistant cloth. It is designed to hold complete service for eight in one drawer, can be combined as part of complete silver storage unit which has five lined sliding trays—two for flat silver, two for flat serving dishes, one for coffee and tea service. Tarnish proof blanket tucks around large pieces of silver. Unit comes complete with lock. By St. Charles Mfg. Co., St. Charles, Ill.



**aa. Linen storage unit**, also by St. Charles, has nine shallow sliding trays for table linen, mats, napkins. Each tray is wide enough for two sets of mats or a table cloth. Trays glide easily on nylon rollers. Unit is available in all steel construction or in birch exterior line. One shown here is purple with trays picked out in white to match a white counter top, white kitchen accessories.



**bb. Roll-out freezer** acts as additional storage to supplement freezer space in refrigerators. It can be placed under a counter or used free-standing anywhere in the kitchen. In addition, it provides additional counter surface. Freezer holds 173 lbs. of food, is 30½" wide, 24¾" deep, 34¾" high. In GE's Mix-or-Match colors, freezer can blend with new GE kitchens. Controls conceal behind fold-down cover panel. GE, Louisville, Ky.

continued on p. 278

Like a treasure from the sea . . .  
**Wasco Showerwall** is the only tub enclosure with shimmering embedments in shatter-resistant acrylic. Your customers can't resist this one! Variety of colors and patterns. Also available by the square foot. **New Wascoseal** — plastic flashing. **New Wascofilm** — plastic moisture barrier. Write for literature.

**WASCO**  
**PRODUCTS, INC.**

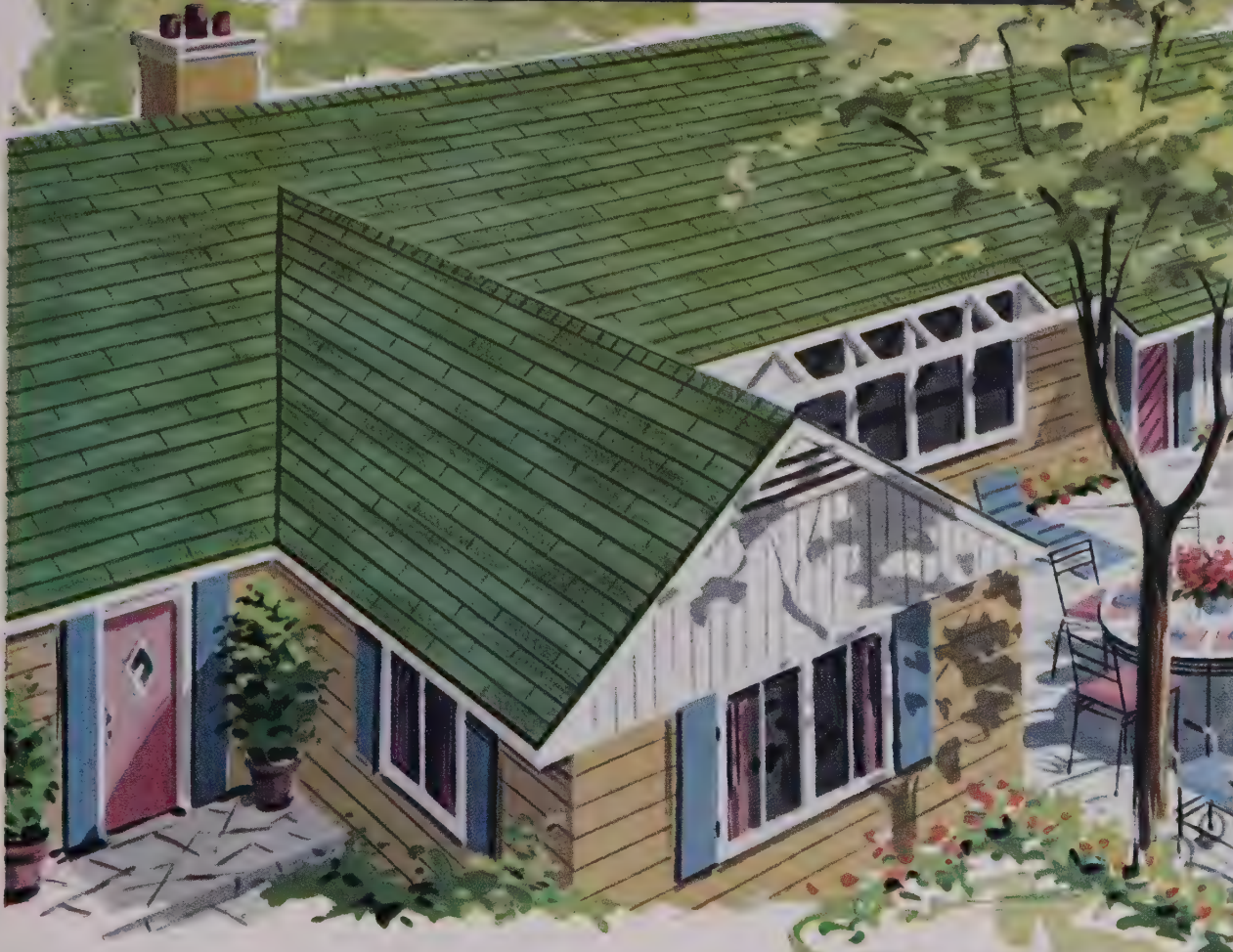
Cambridge 38, Mass.

Wasco Chemical Canada, Ltd.  
 Toronto, Ontario



**NEW!** Extra large King-Tabs give this Architect Shingle richer colors . . . and extra strength to make a roof with

*lasting good taste*

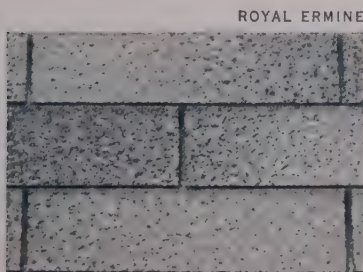


DORSET GREEN

It's the massive new King-Tab Architect with the 18" tabs — 100% heavier than those of ordinary asphalt shingles. With these mighty tabs of strength and endurance, this shingle makes a roof worthy of a fortress.

The King-Tab's extra tab-width creates greater color richness because its jumbo granules are massed over a wider area, intensifying the jewel-like glow of the ten magnificent colors available. It gives cleaner horizontal roof lines — the long line look — adding new eye appeal to its great *unseen* benefit — 50% longer life.

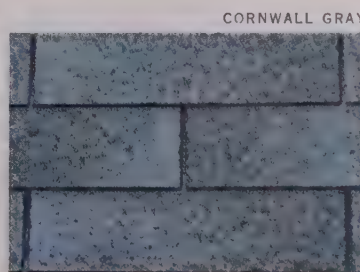
National advertising is making a Bird Architect roof a quality feature your customers seek when they are shopping for homes. A Bird roof tells them you cut no corners in construction. It helps them decide to buy.



ROYAL ERMINE



HIGHLAND BROWN BLEND



CORNWALL GRAY

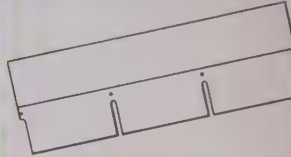
EAST WALPOLE, MASS. • CHICAGO, ILLINOIS • SHREVEPORT, LOUISIANA • CHARLESTON, SO. CAROLINA

## BIRD Roofs & Sidings

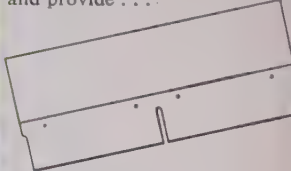
For expert suggestions on color-harmonizing side walls and trim with Architect shingle colors, see Bird's *Color-Key Guide* at your lumber dealer's or write Bird & Son, inc., Dept. HH-4, East Walpole, Mass.

An entirely  
**NEW CONCEPT**  
in roofing design . . .

Instead of 3 small 12" tabs . . .



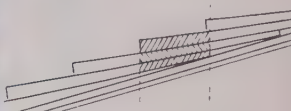
two GIANT 18" tabs . . . that create a visual lengthening of roof lines for the long line look, suggest structural massiveness and provide . . .



**EXTRA NAILING STRENGTH** — because there are two nails to a tab and no nail is near a cut-out.



**HURRICANE RESISTANCE** — Each individual tab weighs 100% more than standard shingle tabs. This weight plus King-Tab's extra nailing strength resists even hurricane winds.



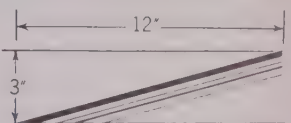
**TRIPLE COVERAGE** — King-Tab Architect shingles are 15" deep . . . laid with 5" exposure, they provide 3 layers of shingles all over the roof.

**50% LONGER LIFE** — Bird's extra heavy, extra tough felt base is double-coated and double-surfaced . . . to make a total of five full layers of weather-resistant materials all fully integrated.



**JUMBO GRANULES** — The opaque mineral granules on King-Tab Architect shingles average three times the size of standard granules . . . protect underlying layers of asphalt from drying out by sun.

**MASSIVE, SLATELIKE BEAUTY** — King-Tab Architects average .200" thick (thicker than the standard slate butt) and 25% thicker than standard shingles.



**FHA Limitation Sheet** authorizes Regional Offices to accept Bird Architect shingles on roof pitches not less than 3" per foot with an underlay of #15 Asphalt Felt laid dry.





you can depend on  
Crossett Pine Paneling  
for just the right touch to the fun-room . . .



**N**ow that the family "recreation center" is a must in today's new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett's exacting standards; finished in popular "honey" color and dull wax that reveal the wood's beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

**CROSSETT**

**LUMBER COMPANY**

A Division of The Crossett Company, Crossett, Arkansas

SATIN-LIKE



INTERIOR TRIM



Constant betterment

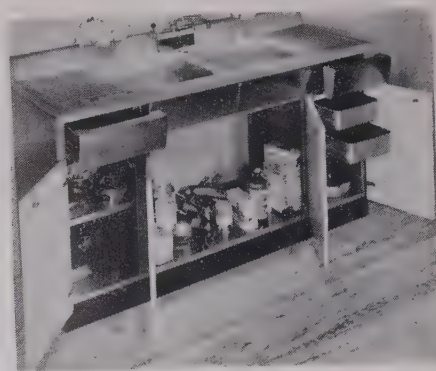


through research.

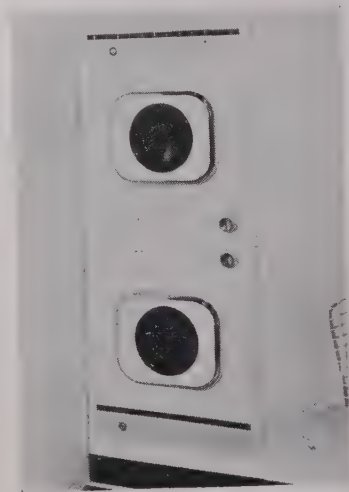
Available from your local suppliers in a variety of patterns, together with complementary Arkansas Soft Pine trim, finish and mouldings for complete installation. For data and information, address:

New Products

for further details check numbered coupon p. 370



**cc. Sink storage unit** compartments pots and pans, cleaning powders, utensils, etc. in easy-to-reach, easy-to-hand sections. Double sink top has drain space on either side. Bright coppertone bins pull out on either side of sinks. Deep storage is concealed in base cabinets. Maple cutting board does slicing jobs right at sink. Sizes range from 66" sink, shown above, to 42" single bowl and drainboard. Unit is available in coppertone with birch door or white, depending upon color scheme of kitchen, other appliances. Chrome faucet has fingertip, soda fountain type lever, swing spout, nonsplash aerator. Bowl corners are contour rounded to keep clean; recessed toe and knee room add to standing comfort. Unit is available from American Kitchens, Connersville, Ind.



**dd. Stack-on storage** is exemplified in Westinghouse automatic washing machine and clothes dryer, both 25" wide. Shown here in vertical mounting, the units work especially well in small houses or in remodeled laundry spaces. In a larger area, units can be placed for horizontal installation, may be closeted off when not in use. In "Cinnamon" kitchen, p. 228, units are semi built-in, enclosed behind walnut doors to match the kitchen. Stacking principle is same as that for refrigerator-freezer combination, since either horizontal or vertical mounting can be used. Units above both have front opening, front-mounted controls. Laundromat loads eight full pounds. Doors can be hinged to open right or left. Available in Confection colors. Westinghouse, Mansfield, Ohio.

continued on p. 282

HOUSE & HOME



# you low-cost, built-in air conditioning

The new General Electric *Thinline* Room Air Conditioner can be built right through the wall during construction to give your homes the sales appeal of permanent, area-by-area air conditioning. There's no ductwork or plumbing needed, and you can air condition just one area or the entire home. And...

**It's compact**—the General Electric *Thinline* is only 16½" from front to back, so there's no unsightly overhang to mar the appearance of the homes you build.

It takes up ⅓ less space than previous corresponding models, so you don't have to design rooms around it. And it's available in ½, ¾ and one horsepower models—all in the same size cabinet.

**It gives high-capacity cooling at low cost** because it has low current input (only 7.5 amperes

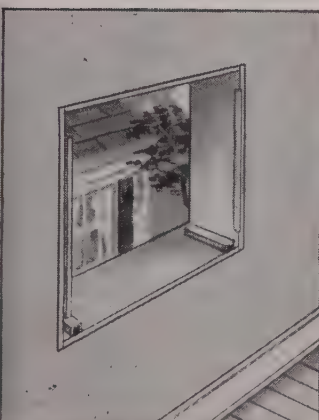
on the ½ hp model) and General Electric's high power factor and efficient design.

Also, your buyers will be attracted because this is area-by-area air conditioning—units in unoccupied rooms can be turned off so there's no waste. And, of course, this means flexibility of control—allowing different temperatures to be maintained in different parts of the house.

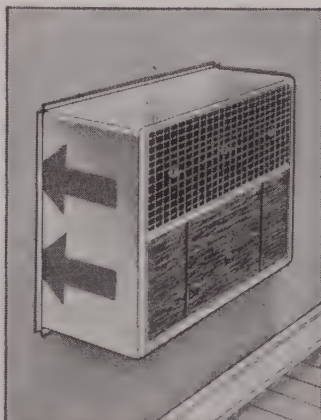
**It's pre-sold to your buyers** through General Electric's national advertising and through General Electric's long-standing reputation for products that are ahead of the field, soundly engineered and backed by expert service.

**It meets FHA specifications** for room air conditioners. All you have to do is to follow the procedures outlined by the FHA when you apply for FHA financing. General Electric Company, Appliance Park, Louisville 1, Kentucky.

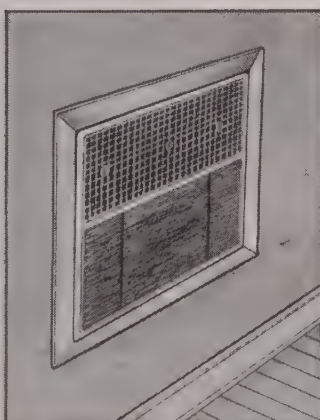
Look how easy it is to install the G-E Thinline through the wall:



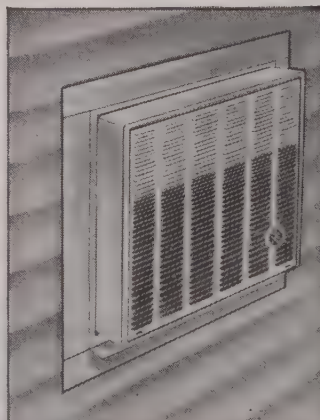
**Build the sleeve** and frame into wall during construction. Opening is about 23" high by 27" wide. This is easy to do in modernizing present homes, too.



**Slide the G-E Thinline** into the sleeve. Four screws hold the General Electric *Thinline* in place and provide a quick and weather-tight installation.



**Simple but decorative** wood trim frame adds a final touch. Notice that this 16½" unit does not project into the room—unlike most other units.



**Aluminum grille** of the new General Electric *Thinline* is designed to hold upkeep costs down and to prevent condensation from staining the outer wall.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



## A Metalbestos gas vent specification

is your guarantee against fire and condensation hazards resulting from improper venting systems — your assurance of complaint-free venting for the life of your homes.

## A Metalbestos gas vent installation

is a proven cost-saver because this insulated venting line of versatile, lightweight units permits rapid one-man assembly without cutting, fitting . . . cement or special tools.

FOR THE LATEST FACTS ABOUT SCIENTIFIC GAS VENTING, WRITE DEPT. D-4



**METALBESTOS — TO CUT COSTS, NOT CORNERS**

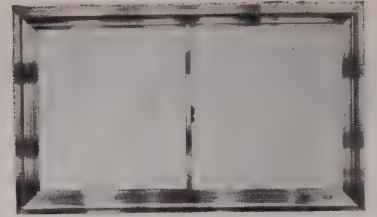
Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Newark, Des Moines, Chicago, New Orleans, Akron



## “Here’s building insurance with a low net cost”



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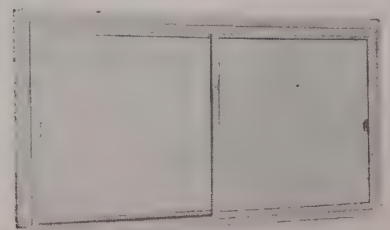
### 1. Three horizontal sliding windows

shown here have a baker's dozen of good ideas among them. Corners of Weather Wizard window (above) are heli-arc welded to eliminate corrosion, ensure strong, clean corner. Organic bonding material, applied after welding, helps give weather tightness. The 29 sizes allow leeway in arrangement, application. From \$16.30 to \$30 KD for slider window; \$46.30 to \$61.60 KD for slider picture window, including hardware. Designed for wood buck installation or with integral fin trim. Weather Wizard, Garden City Park, Long Island, N. Y.



### 2. Sun Valley's window uses a Tenite

Butyrate plastic liner for sill weatherstripping to make sliding movement smooth, silent. Tapered sill with weep holes facilitates water drainage. Fin and trim have prepunched nail holes for easier installation. Cam type locks, integrally fabricated positive interlock on vertical meeting stiles help insure further weather resistance and prevent removal of locked sash from outside. Window takes single or double strength glass, is shipped KD for shop glazing. Comes in 34 sizes. From \$21.60-\$40.50 Type A double slide. Sun Valley Industries, Inc., Sun Valley, Calif.



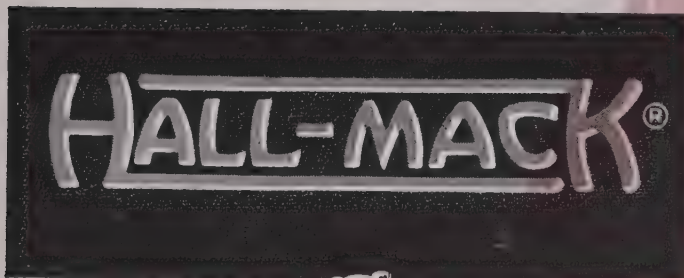
### 3. Kewanee window has individual

locks on each vent to give positive locking operation. Nylasint glide blocks make vents smooth and easy to operate. Frame owes rigidity to tubular sill construction which also drains moisture, including condensation, to outside to prevent it from collecting on window stool. High-pile Schlegel cloth around vents and at meeting rail gives good weather tightness. Screen storm sash can be put on without tools. From \$17.75 to \$25.53 KD without glazing strip. Kewanee Mfg. Co., Kewanee, Ill.

*continued on p. 288*



Here's the  
newest idea  
for your  
bathrooms



"always dry ... feels soooo good when it's warm!"



Hall-Mack's new electric Warm-Dri towel rack strikes a bright note in bathroom comfort and convenience...with special appeal to the "lady of the house". It's a convenient and very useful fixture that keeps towels, lingerie, nylons—other items—dry and pleasantly warm. Warm-Dri heats quickly and safely, it can't burn or scorch the most delicate of fabrics. A wonderful luxury for new or remodeled bathrooms. Hall-Mack's Warm-Dri towel rack is an item that can be incorporated in all your bathroom plans—and recommended with confidence.

Warm-Dri is another *original* accessory by Hall-Mack—the best known name in bathroom accessories. When you recommend Hall-Mack you can always depend on quality—and the most complete selection of bathroom accessories in a price range to fit any budget! Suggest Hall-Mack—always!

*electric*  
**warm-dri**  
*towel rack*



**No. 390** Red signal glows when 50 watt current is on. Bars and end brackets are heavily chromium plated on solid brass. Overall size—26" long, 13" high.

*Sold by leading plumbing, tile and hardware dealers everywhere*



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HH-4



for further details check numbered coupon p. 363

# How to do it with the REMINGTON STUD DRIVER

New cartridge-powered tool sets both  $\frac{1}{4}$ " and  $\frac{3}{8}$ " diameter studs in steel or concrete

With the Remington Stud Driver you can take on every stud-fastening job—light, medium and heavy-duty—and save time and money on each of them! Compact tool sets up to 6 studs per minute. Handles both  $\frac{1}{4}$ " and  $\frac{3}{8}$ " diameter studs, needs no outside power source. Shown below are three of many Stud Driver applications.



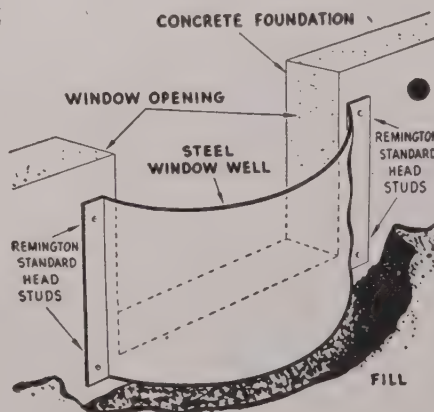
## Fastening door bucks to concrete floors and ceilings



Set door buck in place, plumbed and shimmed. Use Stud Driver with special guard to set floor anchor clips with Remington S-21 standard-head studs. Bend ceiling struts into position and secure with S-21 studs.

## Fastening wood to concrete

Place wood runners on chalk lines. Using standard guard or Remington GS-21, fasten 2 x 4 runners to the concrete floor or ceiling with Remington S-27 standard head studs.

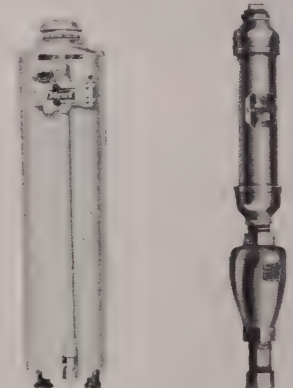


## Installing cellar window wells

After the concrete forms are removed, position the steel window well and anchor it with the cartridge-powered Remington Stud Driver. Use four Remington S-21 standard-head studs. Compact Stud Driver easily fits into confined places and can be operated with one hand if necessary.



**4. Dolphin submersible pump** features a nylon impeller, stainless steel case for maximum resistance to abrasion. Impeller eliminates motor thrust and need for thrust bearings. In the "Double Quad" diffuser water travels shortest possible distance at high velocity after leaving impeller. Dolphin is recommended for depths from 0' to 500'. Capacities range up to 1,000 gal. per hour, pressures up to 80 lbs. can be obtained. From \$215 for  $\frac{1}{2}$  hp, 7-stage model to \$550 for 2 hp, 21-stage. Dayton Pump & Mfg., Dayton, O.



**5. Myers new water softener** has semi-automatic hydraulic brass valve for automatic backwash and rinse flow control. Flow adjustments at time of installation are eliminated and unit will operate efficiently regardless of fluctuating flow rates caused by change in water pressure. New timer valve automatically returns brass pistons to service at end of rinsing operation. A  $3\frac{3}{4}$ " opening in tank top makes filling easy. Prices: \$140 up. Adjustable feet allow unit to be set plumb regardless of slope. F. E. Myers and Bros. Co. Ashland, Ohio

**6. Packard water conditioner** applies nuclear physics principles to the treatment of water problems. By imparting added energy to the atoms of the water solution the Packard Superior stops formation of deposits, eliminates existing scale and corrosion. There are no moving parts so care and maintenance are eliminated. For pipe systems from  $\frac{3}{4}$ " to 12", in sizes that handle from 6.5 to 1,760 gal. per minute. Prices: from \$199.50 for 6.5 size up. Packard Water Conditioner Div., Inc. Jacksonville, Fla.

continued on p. 29

MAIL THIS COUPON FOR  
FURTHER INFORMATION

**Remington**



Industrial Sales Division, Dept. H&H-4  
Remington Arms Company, Bridgeport 2, Conn.  
Please send me my free copy of the booklet "How to Use  
the Remington Stud Driver Fastening Method."

Name.....Position.....  
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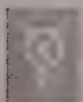


## to plan for power!

to the homes of today.

Plan *your* homes with power in mind — with emphasis on sound, adequate wiring all through the house. You'll make your homes easier to sell; you'll add to your reputation as a designer of *quality* homes!

**Free Home Wiring Wall Chart!** Send today for Kennecott's handy wall chart showing typical home circuit loads. Use it as a check list when planning home electrical systems. For your copy, write Kennecott Copper Corporation, Dept. H 16, 161 East 42nd St., New York 17, N. Y.



### ***Kennecott Copper Corporation***

*Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.*



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*One thing they will all recognize:*  
**"THE BEST SEAT IN THE HOUSE"®**

**No. 300  
 SOLID PLASTIC  
 CHURCH SEAT**



Much of the quality you put into your houses the average prospect has to take on faith.

But a Church Seat in the bathroom is recognized instantly — a mark of quality that reflects quality on everything around it.

Modern as tomorrow, this smart new-design Church Seat is molded solid of new high-impact polystyrene plastic. As practical as it is handsome, it is styled for snug, trim fit on the bowl.

Saddle-shaped seat; fully concealed hinge, same color as seat — no chrome to polish. Meets every requirement of strength, durability and moisture resistance. In gleaming white and lovely pastel colors.

For literature and detailed information about Church Seats, use coupon below.

**C. F. CHURCH MFG. CO. • Holyoke, Mass.**

Division of **AMERICAN - Standard**



**Church Seats**

THE BEST SEAT IN THE HOUSE®

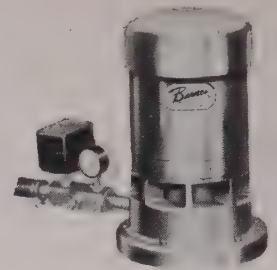
C. F. Church Mfg. Company, Dept. HH-4  
 Holyoke, Mass.

Please send me free literature and full details about  
 Church Seats.

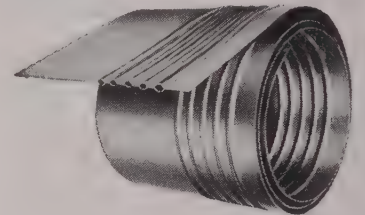
Name \_\_\_\_\_

Address \_\_\_\_\_

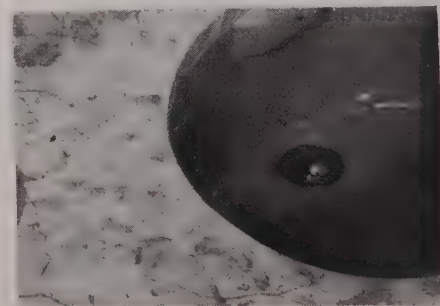
City \_\_\_\_\_ State \_\_\_\_\_



**7. Barnes multistage jet pump** operates at well depths down to 200', adapts for deep or shallow wells. Full line ranges from ¾ hp with top capacity of 2,700 gph. to 5 hp with capacities up to 10,500 gph. Heavy-duty motor has sealed-in bearing lubrication; hard-bronze impellers are mounted directly on one-piece motor shaft. Well pipes supported by base plate and volute make installation or servicing easy. Prices from \$179.60 to \$507.55, pump and motor only. Barnes Manufacturing Co., Mansfield, Ohio.



**8. Tube-In-Strip** is a single sheet of solid copper, brass or aluminum in which tubes are inflated to desired running lengths in a variety of shapes or sizes. Product is currently being experimented with in heat exchange field, is being used in solar heat collector of new MIT solar house. Metal can be stamped or drawn into desired shapes prior to expansion of channels. Tube spacing can be as close as ¼", as wide apart as width of metal permits. Inside diameters can vary from 3/16" to 5/8" inclusive, when unexpanded. Revere Copper & Brass, Inc., New York.



**9. Milano-patterned Formica** is produced by a Kaleidoscopic process in which the patterns never repeat themselves. Flowing, almost form-free, design is particularly adaptable to bathroom walls and vanities, kitchen counter surfaces, chests and storage tops. Three basic colors—gray, antique, and pink—can be used equally well throughout the house. Close-up above is bathroom vanity installation, shows meandering, marble-like design of new pattern to good advantage. The Formica Co., Cincinnati, Ohio.

*continued on p. 302*



# ***makes all others obsolete...***

## **completely revolutionizes heating and cooling for your homes!**

Not an "add-on" . . . not a "twin" . . . but a single system that both heats and cools for perfect **All-Year®** climate control!

**ALL-NEW  
SERVEL  
"Sun Valley"  
3-TON ALL-YEAR  
AIR CONDITIONING**

No geographic or weather barriers . . . no auxiliary heating required!

Here's the most revolutionary system for year-round climate control you've ever seen!

For this new unit both heats and cools in a *single* (repeat) **SINGLE** system. Other air conditioning uses two space-taking systems—one for heating and one for cooling—even when the unit is packed in one "skin".

Even more, there are no moving parts to wear out in this heating and cooling system.

That means . . . the new "Sun Valley" model is amazingly compact for its capacity—actually takes up only 10.4 square feet. That's no more space than a conventional 2-ton model. What's more, the whole unit comes in one crate. You can install it—from crate to operation—in just one hour.

These savings—in valuable floor space, costly assembly time, plus reduced freight charges—mean that you can air-condition the homes you build for less.

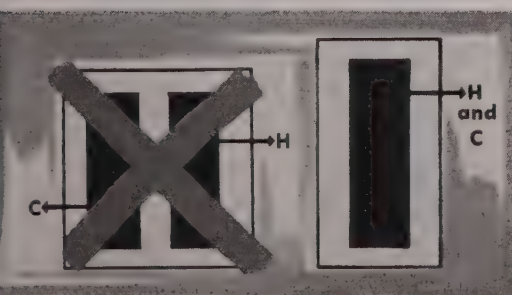
Servel's new "Sun Valley" model eliminates most major drawbacks to central air conditioning—and puts *All-Year* climate control within reach of more of your prospects. Learn more about this new concept in home heating and cooling. Mail coupon below.

*Servel*

*the name to watch for great advances in*

**AIR CONDITIONING ✓ REFRIGERATION**

### **to more profits with Servel All-Year air conditioning**



#### **ONE SYSTEM**

Same coil cools air in summer that heats it in winter. Old-fashioned air conditioners have separate systems.

#### **SERVEL, INC.**

Dept. HH46,  
Evansville 20, Indiana

Please send me complete information on the revolutionary new "Sun Valley" air conditioner.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

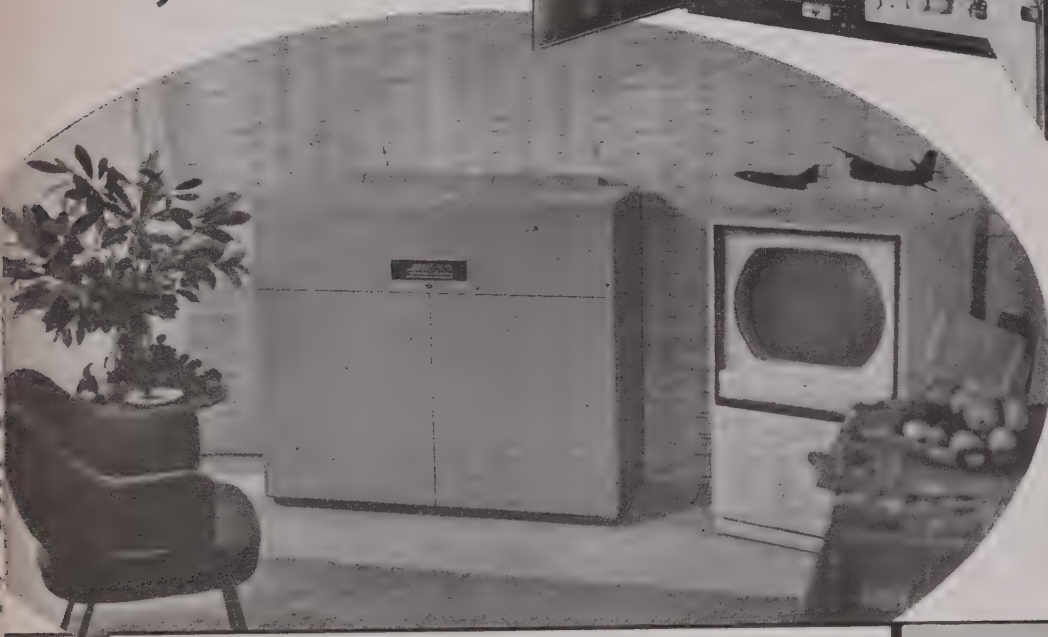
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State \_\_\_\_\_



# THE ADDED TOUCH

*to gracious living*



The buffet kitchen or bar  
... in a smartly styled piece  
of furniture.

## DWYER "400"

Ideal for the home recreation room, den or living porch.

Refrigerator, sink, cooking top and storage space combined in handsome cabinet in mahogany or blonde finish.

Write or mail coupon for illustrated literature on this and other compact Dwyer Kitchens.

Mail this coupon  
for full information ↓

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DWYER PRODUCTS CORPORATION  
Dept. D46, Michigan City, Ind.

## DWYER KITCHENS

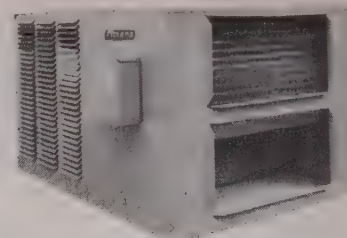
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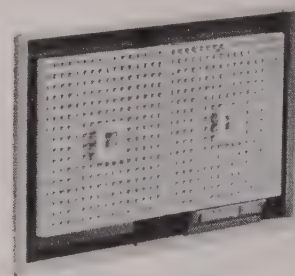
Michigan City, Indiana

## New Products

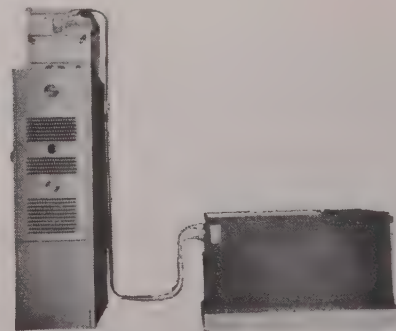
for further details check numbered coupon p. 362



**10. Amana's "Central" air conditioner** is a packaged, self-contained air-cooled system that can cool an entire house up to 2,200 sq. ft. Unit installs in attic, utility room, basement, crawl space or outside of house. In picture above condenser side, control box are at left; evaporator side at right. Upper opening, right, is for duct that carries cooled air to rooms; lower opening, for return air to be re-cooled. 2 hp size about \$800 including normal installation, 3½ hp size, \$1,000. Amana Refrig., Inc., Amana, Iowa.



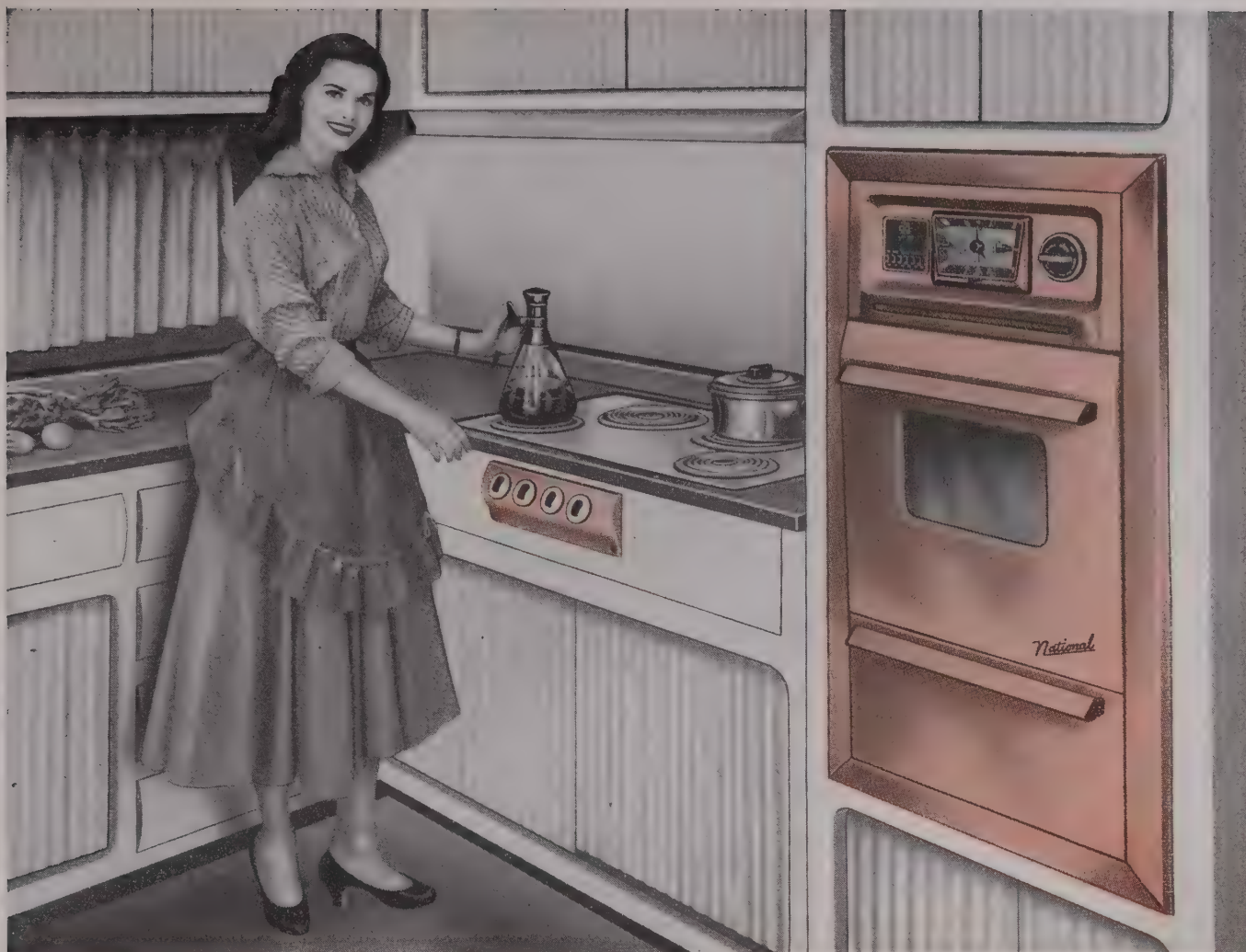
**11. Crosley air conditioner** can be plugged in any outlet, moved from room to room or house to house, draws only 7½ amps of 110 volts. "Power Miser" is one of five new models in company's new air conditioning line. All units are flush mounted; all cool and de-humidify; each carries an easily-replaced disposable filter. Waffled adjustable grille allows air-flow to be channeled in any of four directions. Unit above costs about \$279.95. Crosley and Bendix Home Appliances, Div. Avco Mfg. Corp., Cincinnati 25, Ohio.



**12. Rheem central air-conditioner** delivers up to 95% more cooling capacity per unit of hp than was ever possible before, manufacturer says, by use of copper tubing and fins on condenser unit. Condenser surface is covered by a thin water film to increase rate of heat removal. Operating noise is eliminated since mechanical moving parts are outside. Indoor portion of system is connected to cooling unit with special lines that eliminate need for refrigeration technicians. From \$800-\$1,200 depending upon type of installation. Rheem Mfg. Co., Chicago.

continued on p. 308





Kitchen Cabinets Courtesy NATIONAL KITCHENS

*So you think you've seen*

## BUILT-IN OVENS?



You've never before seen an oven with The Magic Door. Press a button—the door opens. Press another button—it closes, automatically, tightly sealed. Or use it manually, if you choose. Look inside, the interior is Satin

Chrome for easy cleaning and permanent brightness.

See the clever new sloped-front range control panel. All knobs are now in full view. No twisting, turning or bending to use the surface units.

Now, for more wonderful details that set NATIONAL BUILT-INS way ahead of the field: Vented opening sloped downward to prevent discoloring cabinets and to provide uniform heat within. Easy to use front-to-back

rotisserie in marvelous rotisserie holder. New Johns-Manville solid vat-type insulation. Thickest door on the market to prevent warpage and to withstand accidental abuse. And lots more that you can read about in our brand new colorful brochure.

NATIONAL BUILT-INS are available in Satin Chrome or Antique Copper. It's the line that will make the kitchen by far the most exciting room in the house, because it will soon be the most talked-about built-in ever created.

Four models in gas or electric give you a wide choice for any home, no matter what the price range.

**Write for complete color brochure with specifications.**

# National Stove

163 Avenue A, Bayonne, New Jersey • HEMlock 6-8200



For Kitchen Cabinets, write NATIONAL KITCHENS • For Bathroom Vanities, write NATIONAL VANITY • Bayonne, N. J.

MANUFACTURERS REPRESENTATIVES: SOME SELECT TERRITORIES STILL OPEN. WRITE.



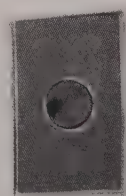
for further details check numbered coupon p. 363



**13. Packaged metal chimney** has horizontal shadow lines machine-pressed into outside surface. Chimney weighs less than 100 lbs., requires one man about one hour to install. UL approved for use with coal, oil, wood and gas, features include shock-proof high temperature stainless steel smoke stack, special top design guards against elements, downdrafts. Air-Jet rain grooves prevent flashing leakage. Price is about \$73. Chimney is manufactured by General Products Co., Inc., Fredericksburg, Va.



**14. Plastic base caulking compound** remains workable in freezing weather. PD17 is nonstaining and noncorrosive, recommended for use with all materials like metal, slate, wood, masonry, brick and fiberboard. Polymerized plastic base enables compound to form an elastic skin shortly after application, can be painted on immediately. Compound is available in 1/10-gal. cartridges, gallon and 5-gallon containers. Caulking guns available. About \$2.50 per gal., refills about \$.40 per cartridge. Armstrong Cork Co, Lancaster, Pa.



**15. Tap-Lite** is an enclosed, flush mounted switch which can be turned on or off as name implies—by a light tap. Plexiglas flush plate harmonizes with wall surfaces by use of colored inserts—four come with every plate. Switches are connected quickly with screwless terminals. Stripped leads are inserted into special spring-loaded terminal slots, cannot work loose. Single pole switch costs about \$1.80, one gang flush plate is \$.50. Minneapolis-Honeywell Regulator Co., Minneapolis 8, Minn.

continued on p. 314

HOUSE &amp; HOME

## Builders Know Famous Brands Make Quicker Sales!

New-home prospects have confidence in trusted brand-names like Orangeburg Root-Proof Pipe. Its reputation for high quality has helped many a builder "close the sale."

How Orangeburg Pipe saves trouble, cuts costs and builds profits for builders is a story of modern construction practice. It takes modern materials and time-cutting methods to reduce costs today. That's why home builders and general builders everywhere are turning to Orangeburg Root-Proof Pipe.

Orangeburg's long 8-foot lengths are easy to install—so strong and resilient that lines in service 50 years operate like new. Famous Taperweld Joints seal root-proof with a few hammer taps—no cement, no compounds. Orangeburg is readily cut with a coarse tooth saw and, where necessary, quickly tapered on the job with a lightweight tapering tool.

Orangeburg Root-Proof Pipe is made in 2", 3", 4", 5" and 6" sizes. Use it for house-to-sewer and septic tank connections, downspout run-offs, storm drains and other outside non-pressure underground lines. Orangeburg also comes Perforated in 4" size for foundation drains, septic tank filter fields, draining wet spots everywhere. Look for the Orangeburg trademark. Be sure you get the genuine. For more facts write Dept. HH-46.

ORANGEBURG MANUFACTURING CO. INC.  
Orangeburg, N. Y. West Coast Plant, Newark, Calif.

# ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS



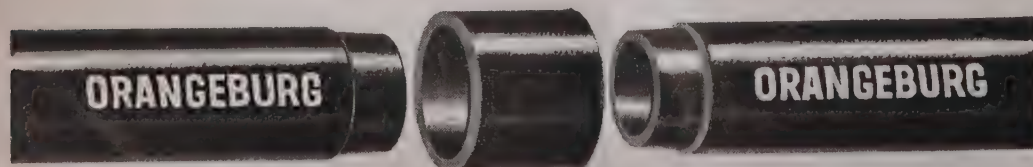
EASY TO HANDLE



EASY TO INSTALL



EXCLUSIVE FITTINGS





the most sensational advance in Central Cooling!

# Vornado

## central air conditioners



### LOW COST... EASY TO INSTALL ... PROVED PERFORMANCE

For the first time...any builder can install central air conditioning, and keep home prices within reach of the average buyer.

Pre-engineered Vornado Central Air Conditioners were designed and priced especially for low-cost homes. Vornado air-cooled "packaged" air conditioners, with new prefabricated ductwork, can be installed in as little as one day.

Vornado's performance has been proved in thousands of actual home installations. Powerful, heavy-duty, twin-compressor system provides maximum cooling... constant humidity control. Hermetically-sealed units are economical to operate... eliminates seasonal maintenance calls. Written factory warranty.

### Install Vornado Central Air Conditioning NOW!

For new homes—for home modernization

Vornado is the Central Air Conditioner for YOU! See your Vornado Distributor TODAY...or Mail this Coupon for Details —

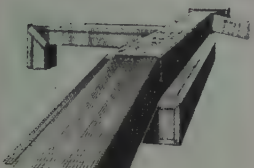
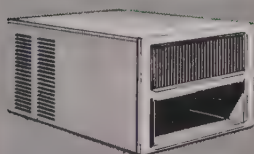
*Meets FHA and VA requirements*

#### Less Installation Time

Vornado's pre-packaged system drastically reduces time and cost. Installs quickly with a minimum of disturbance to room interiors of existing structures.

#### Revolutionary New Ductwork

Vornado engineered and "sized" to insure scientific delivery of cooling air to every room. Prefabricated for quick, low-cost installation.



## Vornado JUST COOLS BETTER!

Products of

The O. A. SUTTON CORPORATION • Wichita, Kansas

*Specialists in the manufacture of comfort cooling appliances*

THE O. A. SUTTON CORPORATION • 1810 W. Second St., Wichita, Kansas

I would like complete information on your new, low-cost Central Air Conditioners. It is understood there is no obligation.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

HO — 56-4



for further details check numbered coupon p. 363

# STIGLITZ Infra-Aire BUILT IN RANGES



Peyton M. Davis  
Architect

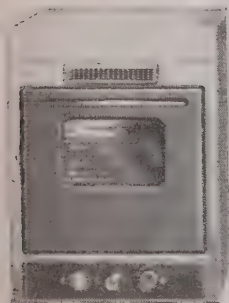


C. Robert Peter  
Builder



## ...Traffic Stopper at "Modern Manor"

*The efficient model home presented at the 1955 Metropolitan Louisville Home Show Sponsored by the Associated Home Builders of Louisville*



And Now... The Only  
**INTERCHANGEABLE**  
Gas and Electric  
Stack-On Units



Intelligent placement of Stiglitz Infra-Aire Built-In Range units in this compact, step-saving kitchen, illustrates perfectly the convenience and versatility of this modern appliance.

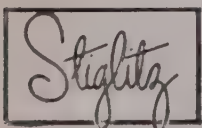
Many Stiglitz "exclusives" continue to excite consumer interest in the Infra-Aire brand, but here's a "plus" value of special interest to builders.

### COMPLETELY INTERCHANGEABLE OVENS AND COOKING TOPS

Stiglitz Infra-Aire gas and electric Stack-On ovens and cooking tops are the only known models on the market engineered to fit standard base cabinets that are interchangeable, allowing builders to offer either type without alteration or redesigning of cabinets. This means you can offer your prospective customer her choice of fuel with no additional installation expense.



You'll find Stiglitz Infra-Aire ranges a quality product—your assurance of customer satisfaction. Write today for full details about our builders program. Address Dept. HH, Stiglitz Corporation; 2007 Portland Ave., Louisville, Ky.



## INFRA-AIRE BUILT-IN RANGES



**16. Storage cabinets** in combination take the place of nonload bearing walls between rooms. Size shown above: 2' 3/4" d., 4' w., 6' 8 3/8" h. By using Bilt-Well overstorage units on top and adjusting toe space, combination fits 8' high room. Louvered doors allow free circulation of air. Units are Ponderosa Pine with hard-board back panel, can be stain-finished or painted to match color schemes. Parts are finish-sanded. \$86.63. Carr, Adams & Collier Co., Dubuque, Iowa.



**17. Prefabricated closet units** may be used singly as individual closets or joined for wall-length storage. You can use them built-in or free-standing or as a wall room-divider. Each unit comes knocked down, packaged in a cardboard carton. Back and side have exposed cleats, may be backed with drywall, plaster or finished with plywood or wood paneling. Units above have sliding Novoply doors with nylon rollers. From \$40 to \$175. Fabricators, Inc., South Norwalk, Conn.



**18. Dolphins** cavort playfully on the handles and mixer spout of this bathroom basin, can also be used on tub and shower. If you're looking for something else in the sea-going line, the company also produces sea horses and snails which do the same job as Dolphin. Fixtures are 24K gold plate, or can be silverplated to order. Cost \$119.50 per set in gold plate as shown here, complete with standard plumbing parts. Decorated porcelain basins, reminiscent of 18th-Century French styles available. Sherle-Wagner, New York.

continued on p. 320





Nationally known laboratory, of leading university, testing Miracle Dri-Wal Adhesive for racking strength.

**TESTING LABORATORY OF LEADING UNIVERSITY REPORTS:**

**"Miracle Dri-Wal Adhesive and Miracle Method increases racking strength 76% stronger than normal method of application"**

Sensational New Miracle Dri-Wal Adhesive for bonding gypsum board to studs speeds dry wall installation, substantially reduces cost, increases racking strength 76%.

You speed your dry wall installations, save substantially in your time and costs. Further, these University laboratory tests prove that Miracle Dri-Wal Adhesive in no way increases fire hazard.

You use 50% less nails, eliminate nail popping, and appreciably lessen racking. With so many less nail holes to fill, taping and concealing time and costs are minimized.

With Miracle Dri-Wal Adhesive formulated and developed specifically for installations of gypsum board to studs you do a better than ever dry wall job in every way.

Here's the easy cost-cutting Miracle Method: Before erecting gypsum board, Miracle Dri-Wal Adhesive is applied to each stud full length, using a 2½ quart caulking gun with ¾" nozzle.



Builder Andy Place, South Bend, Indiana, uses Miracle Dri-Wal Adhesive and Miracle Method to speed dry wall installation, substantially reduce costs.

Gypsum board is put up and nailed 16" o.c., with one or two nails on center of intermediate studs.

**FREE:** Colorful, illustrated brochure describes dry wall method, details time and cost saving. Write for your free copy without obligation today. Dept. HH-4.

**MIRACLE ADHESIVES CORPORATION**

214 EAST 53rd STREET • NEW YORK 22, N. Y.

**BUILD  
SALES  
WITH**

**Airline**

**by ingersoll borg-warner**

Boost profits, cut service calls, sell more homes by ordering Airline conditioned air equipment. You'll gain the home buyer's confidence by showing him the magic selling name . . .

Borg-Warner Corporation. B-W appears on every Ingersoll Airline unit, extending a friendly aura of quality, trust, experience. The big B-W stops your consumer . . . long enough to land a sale.



**OIL OR GAS LO-BOYS**  
For basement. Fully UL — AGA approved. Available in 80, 100, 125, 000 BTU — Oil. 70, 100, 135, 165, 200,000 BTU — Gas.



**OIL OR GAS HI-BOYS**  
Available in 80, 100, 125,000 BTU — Oil. 70, 00, 135, 165, 200,000 BTU — Gas. Fully UL — AGA approved.



**OIL OR GAS COUNTERFLAME**  
For perimeter heating. Available in 70 and 105 thousand BTU/Hr. models.



**AIR AND WATER COOLED AIR CONDITIONERS**  
2, 3 and 5 ton units — remote and free standing for combination with Airline furnaces or independent installation



**OIL OR GAS HORIZONTALS**  
For suspension from rafters, ceiling and overhead joists, basement, utility room. Available in 80, 100 and 125 thousand BTU/Hr. models.



**Airline**

INGERSOLL CONDITIONED AIR DIVISION, KALAMAZOO, MICHIGAN



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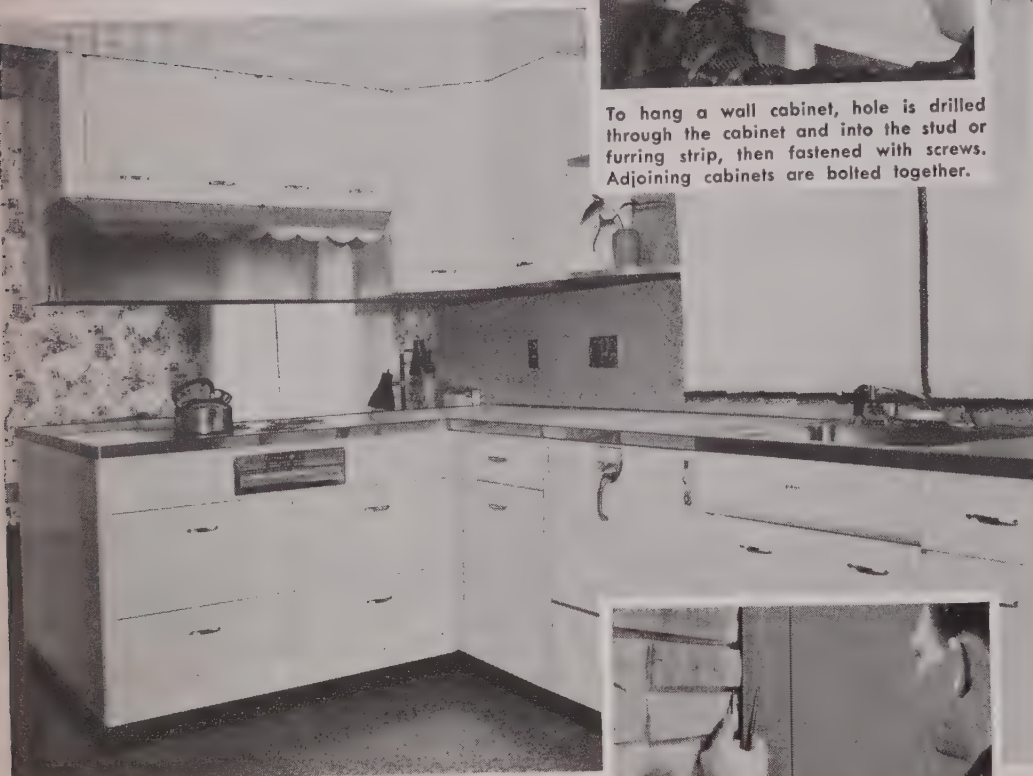
# This GENEVA Kitchen

## ...installed in ONE DAY!

Wide flexibility of GENEVA lines saves man hours... permits tailoring a GENEVA kitchen to any room dimensions.



To hang a wall cabinet, hole is drilled through the cabinet and into the stud or furring strip, then fastened with screws. Adjoining cabinets are bolted together.



There are many reasons for the rapid rise in popularity of GENEVA steel kitchens with the builder... excellent quality... greatest range of standard size cabinets... cabinets for most built-ins... color at no extra cost, to mention but a few. However, one of the most important is the fact that GENEVA steel cabinets can be installed easily and quickly, with important savings in man hours.

Learn how you can offer GENEVA... the finest quality steel kitchen—at a price to fit your budget.

**Cabinets of Steel—for Lasting Appeal**



The photo above illustrates how easily a GENEVA cabinet can be fitted to even a brick wall. Filler can be accurately scribed to give tailored appearance.



Irregular surfaces or out of plumb walls are no problem at all. Fillers are furnished which can be quickly and easily scribed. Fillers can be cut on the job with tin snips.



**GENEVA MODERN KITCHENS**  
GENEVA, ILLINOIS  
Division of Acme Steel Company

**GENEVA MODERN KITCHENS**  
Geneva, Illinois (Dept. HH-456)  
(Division of Acme Steel Co.)

Please send details on GENEVA steel Kitchens.

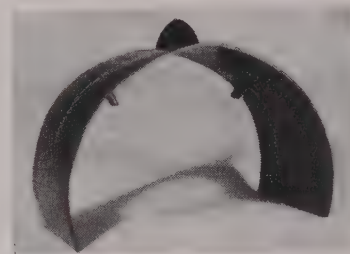
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**19. Jiffy Joint Clay Pipe** has a bright red polyester plastic spigot collar which stays true to dimensions regardless of temperature changes or pressure, eliminates problem of root penetration around spigot end. Installation is quick and simple—bituminous joint inside bell is coated with solvent (see illustration, photo above), spigot and bell ends are then pushed together by hand or with pinch bar. Pipe comes in 4" and 6" diam. in long lengths. Cannelton Sewer Pipe Co., Cannelton, Ind.



**20. Boca tile clip** of polyethylene can replace conventional tar paper for covering tile joints. For septic tank tile fields, footing drains, farm drains, and under-drains for sand filters and sludge drying beds, new clip has several fine features. Fin on top serves as handle and guide to proper tile alignment. Two lugs fit between adjoining tile to take guess work out of spacing. When adjoining tile are butted against lugs, they are automatically spaced  $\frac{3}{8}$ " apart. Clip is molded to fit snugly against outer surface of tile, molded shape provides mild snap-on action. Cost about 6¢ per clip, \$15 per 250' of tile. Boca Industries, Inc., Detroit.

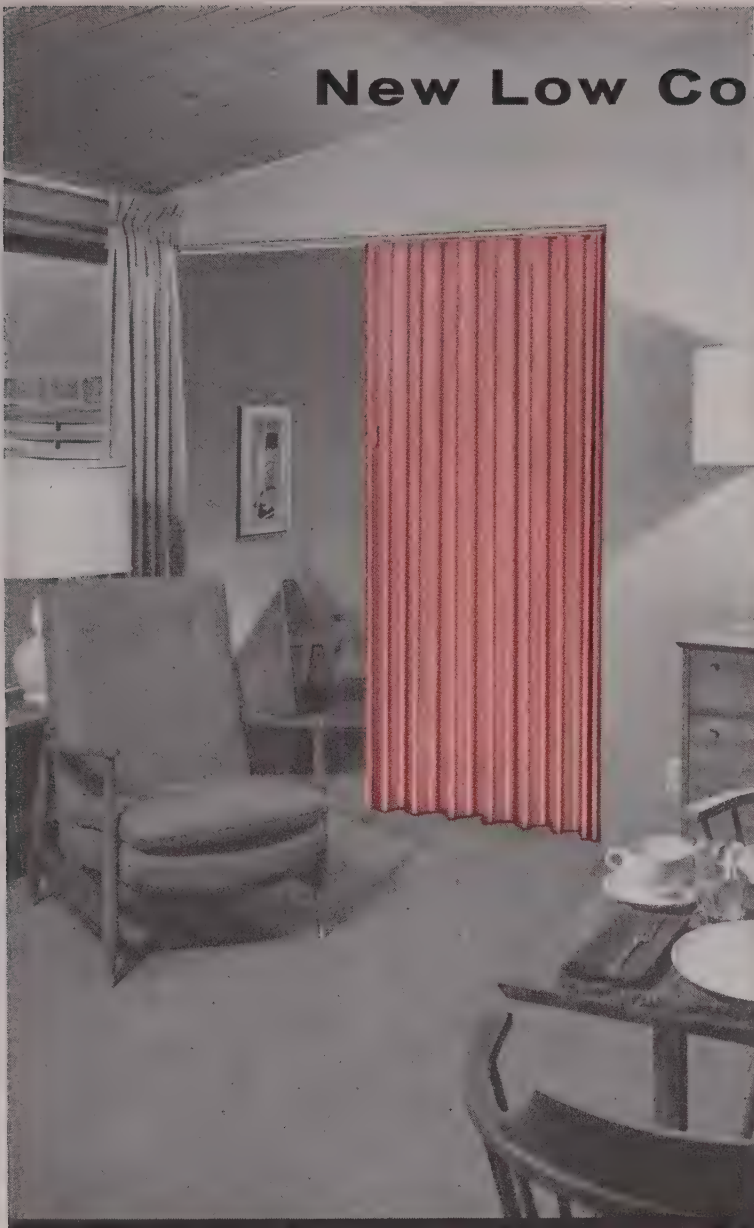


**21. Contour tile** puts a new shape on floors. Patterns can produce a woven, carpet-like effect that forms a comfortable base for family room activities or patio parties. Basket-weave designs look well in kitchens or try them as framed panels in a shower stall, as a meandering line on a terrace floor. Tile comes in 17 Gloss-Tone and 12 Duraflor colors of the Royal line, may be laid at any angle as long as one of two basic arrangements are used. Royal Tile Mfg. Co., Fort Worth 11, Tex.

continued on p. 326



# New Low Cost Folding Door



CURTITION

*Decorfold*

## Made of Hi-impact Plastic Panels in Beautiful Colors!

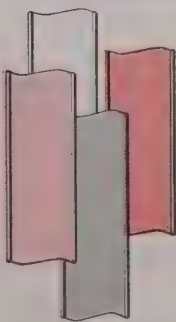
Add sales impact for budget homes. Here now is an innovation in folding doors that helps you answer today's demand for functional design and roomier convenience in *any* price home. It's another Curtition model with quality that surpasses anything else on the market for the money.

Plastic creates strong appeal. With Curtition Decorfold you offer a door that's acid resistant, scuff proof...virtually. damage proof...and easy to keep sparkling clean.

For standard openings and wardrobes. Curtition Decorfold opens with the *most compact stacking* of any folding door. Saves space in close quarters...provides *full access* to wardrobes and closets. Saves you money over sliding doors...with faster, simpler installations.

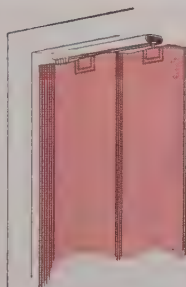
Doors are completely assembled with Nylon clip-glides and pull handles for both sides. Packaged with track, screws and friction catch — ready for installation. Sizes to fit openings up to 10' in width.

Retail as low as **\$21<sup>50</sup>** for 2'0" x 6'8" door



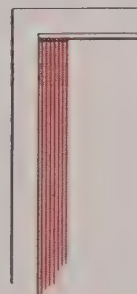
### Fits new decorating trend

Curtition Decorfold's rich plastic surface provides a pleasing blend or contrast to soft fabrics, carpets, masonry and wood furnishings. Choice of soft colors; to fit any decorative scheme.



### Simplified trouble-free design

No wobble or chatter because of newly engineered one piece nylon clip-glides. No moving parts to jam up or come loose, no warping. Decorfold is center-line suspended in a steel track. Finger touch to open or close.



### A 24" door folds back to only 2"

Decorfold's compact stacking is unique in folding doors—1" for every 12" of door. The slim line stack provides maximum clear opening and a rich, subtle pillar effect.

Learn the 15 new points of superiority in the

### CURTITION ROYALFOLD

The King of Accordion Doors... also Manufactured by

**CURTITION CORPORATION**

2227 Sawtelle Boulevard • Los Angeles 64, California

### Send for our A.I.A. Brochure

See your nearest distributor or mail this coupon to:  
Dept. HH46, Curtition Corporation  
2227 Sawtelle Blvd., Los Angeles 64, Calif.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



for further details check numbered coupon p. 362



# Myers Pumps

a name that means quality  
in homes beyond water mains

Brand-conscious home buyers look for and prefer nationally advertised fixtures, hardware and appliances. If the home is beyond the mains, the Myers name on the water system can spell the difference between "no sale" and a handsome profit.

Myers is famous for quality in the water supply field and has been since 1870. If you are developing land beyond the mains, Myers has the right size and type of pump for whatever type of home you are building. Write today! A qualified Myers water service expert will arrange to help you solve your water supply problems.



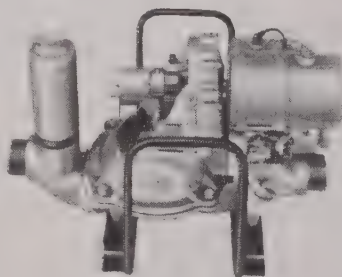
# Myers

**WATER SYSTEMS**  
POWER SPRAYERS AND WATER SOFTENERS

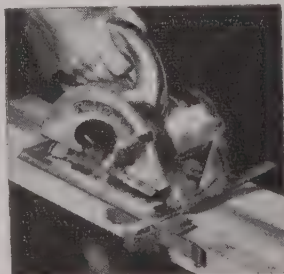
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In Canada: The F. E. Myers & Bro. Co. (Canada) Ltd.  
Kitchener, Ontario



**22. National's disposer**, the Imperial 727, is designed to grind all food wastes. Power-Surge reversing mechanism clears any jam that might occur; Lok-Top cover is made all-of-a-piece, seals, drains and operates disposer at twist of a wrist. New biting vane is permanently attached to balanced impeller. Offset design prevents round objects from "riding" in center. 1/3 hp capacitor start motor needs no lubricating. Unit is finished in white lacquer, cleanly styled. About \$114.95. National Disposer, Akron, Ohio.



**23. Diaphragm pump** has a pumping capacity of 5,000 gph, tackles heavy-duty jobs—mud, muck, sand and sewage—easily. Simple, compact design makes it possible to set up pumping operations quickly. Pump will run six hours at full capacity pumping on one gallon of fuel. Throttle on float-type carburetor can be hand-regulated to adjust engine speed for different pumping conditions. Self-priming 20DP3 will dry prime up to 15' in 15 seconds, manufacturer says. Price: \$395 f.o.b. includes 3" fittings. Homelite, Port Chester, New York.



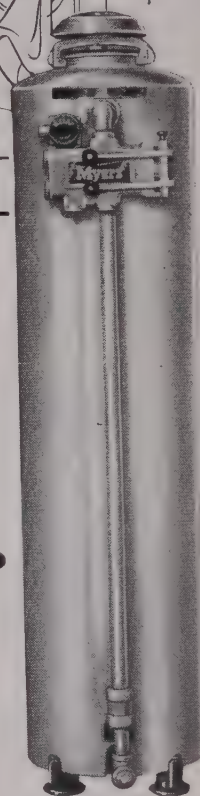
**24. Heavy-duty saw** can cut a 2x4 at 45° with blade to spare, thereby permitting several resharpenings. Switch guard prevents accidental tripping of instant release switch. Open-end handle makes for quick gripping or release. Built-in chip deflector keeps chips, dust from operator's eyes. Automatic telescoping blade guard opens as each saw cut is started, springs closed when cut is completed. 6 1/2" saw weighs 11 lbs. \$64.50. The Black & Decker Mfg. Co., Towson, Md.

continued on p. 332



# Myers Soft Water...

another quality  
feature to attract  
new home buyers



Washers, hot water heaters, plumbing . . . they all last longer and work better at lower cost in a soft water house. So add Myers Water Softeners to the list of nationally advertised appliances that help make new homes sell faster.

The Myers softener, with exclusive hydraulic valves, needs no electrical hook-ups . . . is easy to install and operate. It is guaranteed by Good Housekeeping, so you know it is designed for troublefree service.

Write today for information about Myers Softeners and how they can help you sell more new homes faster and cut down on first-year call-backs.



# Myers

**SOFTENERS**

THE F. E. MYERS & BRO. CO., ASHLAND, OHIO  
In Canada: The F. E. Myers & Bro. Co. (Canada) Ltd.  
Kitchener, Ontario



## HOME BUYERS TODAY WANT:

*Complete air conditioning at less cost*



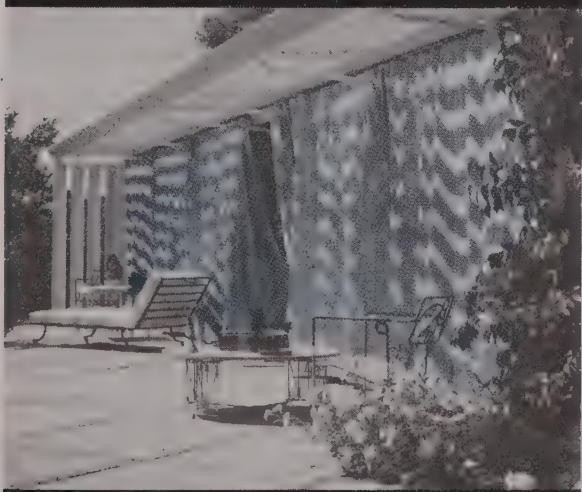
*Bigger windows with the best possible view*



*Space for outdoor living*



*More color and texture*



...and **CANVAS SHADING** helps you give them all these features at low cost

**Lowered Air Conditioning Costs:** The number one factor in effective, economical air conditioning is keeping sun heat off window glass. Unshaded glass areas let in 35 times as much heat from the sun and 10 times as much heat from the outside air as insulated wall. But with canvas sunshades screening out 75% of the sun's rays, air conditioning costs less and works at maximum efficiency.

**Bigger Windows:** Put your windows where you want them. If the nicest view is to the west, put in a big window and enjoy it, but be sure to provide maximum protection from the low late afternoon sun. Canvas sunshades are better than overhangs east and west because they can roll down lower when needed and give complete protection for a fraction of the cost.

**Space for Outdoor Living:** The trend to patio living calls for seasonal protection from sun, wind, and rain. With canvas protection, this valuable addition of more living space can be provided at low cost because of the simplicity of canvas fabrication and the minimum need for structural support.

**More Color and Texture:** Colorful, soft-textured canvas awnings can set off your houses from others in the community and alleviate the raw look of new construction. There are hundreds of canvas colors available in subdued solids and gay, festive stripes, offering unlimited possibilities for decorative effects.

Your local canvas awning manufacturer will gladly discuss design specifications for canvas sunshades to fit any exposure and to harmonize with all styles of architecture. Look for him listed under "Awnings" in the yellow pages of your phone book.

See our catalog 191/Ca in Sweet's Architectural File or write for a free copy. It contains original and practical ideas, plus helpful instructions for specifying canvas.

CANVAS AWNING INSTITUTE, INC. • NATIONAL COTTON COUNCIL

P. O. Box 9907

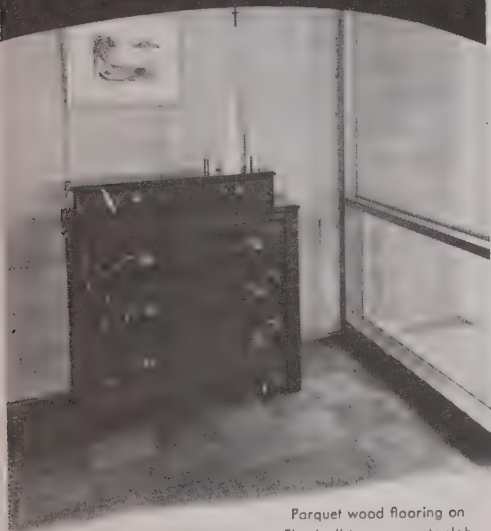
Memphis 12, Tennessee





# Elastizell®

... the perfect answer  
to the residential  
slab-on-grade problem!



Concrete made  
with this material is ...

## • HIGHLY MOISTURE-RESISTANT

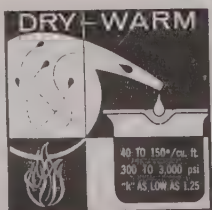
Elastizell-type slab is dry. On it can be used any kind of floor covering—cork or rubber tile, linoleum, parquet-type wood flooring, wall-to-wall carpeting!

## • SELF-INSULATING

Elastizell-type slab, with its "warm-to-the-touch" feel, permits maximum performance of whatever the heating system. Hence, floor-to-ceiling living comfort!

AMONG OTHER USES  
OF ELASTIZELL-TYPE CONCRETE ...

- as light weight, easy-to-handle floor fills in multi-storied construction.
- as light weight, insulating roof fills.
- as light weight structural members.
- as insulation for underground pipe lines.
- as precast slabs and panels.



Write, wire  
or 'phone...

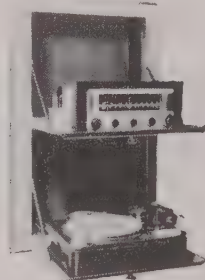
**ELASTIZELL CORPORATION OF AMERICA**  
158 FLETCHER STREET • ALPENA, MICHIGAN  
'PHONE 1080

## New Products

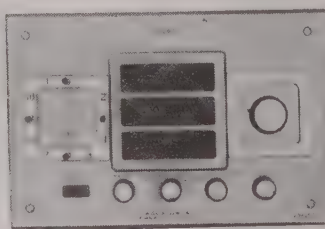
for further details check numbered coupon p. 362



**25. Vinyl molding** for acoustical tile installations is installed just by pressing into place. Molding holds firm by its own tension, may be used on curved walls, bent around column caps as easily as it can be put down on a straight surface. Molding needs no painting, nailing, adhesive, puttying, retouching, upkeep, or wood ground. It is non-combustible, will not shrink. Price is 9¢ per lineal foot, comes packed in 9' lengths, 50 pieces to a carton. From A. Z. Bogert Co., West Point, Pa.



**26. Musi-Kom** is a built-in radio-phonograph intercom system that fits completely between standard 4" wall studs, takes no space in rooms. With it you get hi-fi AM-FM radio or records in every room, intercom from any to all rooms, front and back door answering from every room, automatic, electronic fire alarm and baby-sitting from any to all rooms. Package contains 1 master unit, 6 dynamic 8" room speakers, 1 front and 1 back door speaker plus rough-ins, wire. 18" x 30". \$675 to builders. Home Music Systems, Inc., Memphis, Tenn.



**27. MuziKal** home intercommunication also installs in house wall. Master control is customarily located in kitchen with four remote speakers in various rooms, one speaker for front door. Features: 9-tube performance plus rectifier, 5 watts of audio power, intercom to any from all rooms, 3-way speaker controls at each remote speaker, nursery monitor, automatic clock control, Fiberglass plastic speaker grills. Hi-fi speakers, record changers can be added. \$139.50 plus installation. Music & Sound Inc., Dallas.

continued on p. 338

## LUCKE CONSTRUCTION BEHIND WALL SOLVES LEAKS

A Hidden Quality



To Talk About

# Leakproof LUCKE

## BATH TUB HANGERS

For Good

Bathroom Planning  
and Design

• SEALS AND SUPPORTS THE  
BATH TUB EDGE PERMA-  
NENTLY AGAINST WATER  
SEEPAGE

• NO WATER SEEPAGE

• NO BATHTUB SETTLING

• NO REPAIR EXPENSE

**Guaranteed leakproof  
forever**

For full particulars  
send for free brochure

**WILLIAM B. LUCKE, INC.**

P.O. Box 177, Wilmette, Ill.

Name .....

Address .....

☐ Builder ☐ Architect ☐ Plumber ☐ Other  
Patented



# BUYERS WILL LIKE THESE PLEXTONE BENEFITS IN YOUR HOMES...



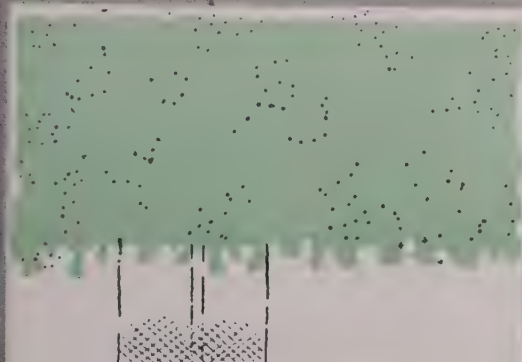
THEY CAN SCRUB IT! Yes, Plextone is RUGGED. It stands hard scrubbing and scouring without surface damage.



THEY CAN ABUSE IT! Plextone stands abuse—resists wear, abrasion, chipping, cracking, even light sanding doesn't mar it.



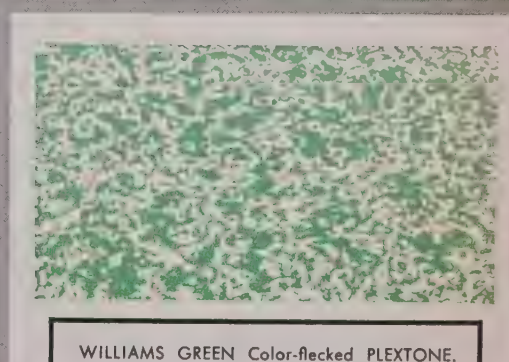
THEY CAN TOUCH IT UP! Nicks and scratches don't mean a whole new paint job. Touch-up defies detection.



THEY LIKE ITS HIDING POWER! One coat over primer covers minor imperfections in taped dry wall joints and other trim.



THEY LOVE ITS MODERN TEXTURE! Plextone texture has the warmth and beauty of fine wallpaper.



WILLIAMS GREEN Color-flecked PLEXTONE. Enlarged view of one of many decorator color combinations for modern or traditional interiors. Also available in monotones and custom multicolors for large projects.

## YOU WILL LIKE THESE PLEXTONE FEATURES...

Color-flecked Plextone is a revolutionary paint consisting of two or three different colors (sprayed at ONE time from ONE gun WITHOUT SPRAY DUST) which form a multicolored, textured pattern of unusual beauty and sales appeal.

Color-flecked Plextone is easy to apply with ordinary spray equipment and spray techniques. But, *there is no spray dust* as with ordinary paints!

Color-flecked Plextone can be applied *before* plumbing, heating, and lighting fixtures are installed. Soil marks left by workmen are easily washed off. Minor damage can be covered with a quick touch-up that *cannot be detected*.

Color-flecked Plextone is the most amazing paint development in 100 years—easy to use, beautiful, durable—and it helps sell houses. Get all the facts. Mail coupon now.

OUR 80th YEAR

MAAS & WALDSTEIN CO.  
**PLEXTONE**® *COLOR-FLECKED*  
SINCE 1976 TEXTURED ENAMEL

**MAAS & WALDSTEIN CO.**  
MANUFACTURERS OF PAINT PRODUCTS

2123 McCARTER HIGHWAY  
NEWARK 4, NEW JERSEY

Midwest Division: 1658 Carroll Avenue, Chicago 12, Illinois  
Pacific Coast Div.: Smith-Davis Co., 10751 Venice Blvd.  
Los Angeles 34, Calif.

Maas & Waldstein Co., Architectural Division  
2123 McCarter Highway, Newark 4, New Jersey

Please send me FREE Plextone color chips, application data, name of nearest distributor.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



for further details check numbered coupon p. 367



**Chelsea**

*Power Vent*

## KITCHEN FANS

Complete line . . . for wall or ceiling . . . and packed with sales and installation features! 8" and 10" fans, for pull chain or wall switch operation. Baked white enamel or "super-chrome" grille.

### NEW...INSTALLATION FEATURES!

Cut installation time and expense by 50%! "All-size" sleeve fits all walls from 4" to 14". New mounting tabs . . . adjustable mounting straps simplify installation — eliminate carpentry work.

### NEW...OPERATING FEATURES!

Counterbalanced shutter stops back drafts and flutter. One-piece motor support for quiet operation. All-weather hood keeps outside walls clean — operates with chain or wall switch.

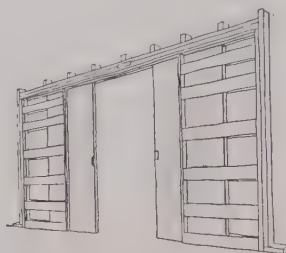
### NEW...LOW PRICES!

Priced low — within the reach of any project! Precision built and guaranteed for 5 years.

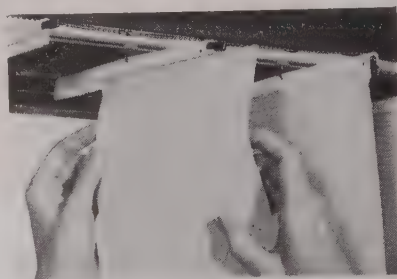
**WRITE...** for information, or see your nearest Chelsea distributor.  
**CHELSEA FAN & BLOWER CO., INC.**  
PLAINFIELD, NEW JERSEY



**28. Ador sliding glass door** locks out elements while it opens up the view. Weatherseal design uses high pile mohair to completely encircle sliding unit. Jambs, stiles have positive interlocking action. Alumilite finish is corrosion resistant, standard frame allows use of 1/4" or 1" dual glazing. Other features include fingertip door operation, custom hardware, easy adjustment, Alumilited glazing bead. Sizes, prices range from 6' x 6'10" at \$132 to 24' x 6'10" at \$305, glass not included. Ador Sales, Inc., Fullerton, Calif.



**29. Double pocket door unit** gives great flexibility to room entrances, makes closet interiors more accessible. Doors disappear into separate wall pockets when opened, completely clearing entrance. Used between two living areas, they create wall privacy while closed, open up living spaces when apart. Package includes all steel header and jambs, aluminum track, adjustable hangers, nylon rollers, aluminum door guide, rubber bumper. Price, including T-frames and coupling, \$48.50. From Sterling Hardware Mfg. Co., Chicago, Ill.



**30. Vertical blind** slants light where you want it, gives attractive, ribbon-like effect to large window areas. Thru-Vu blind, above, has several new features. A high-impact polystyrene holder now supports vinyl-coated fabric vane. New holder has snap clip that locks vane securely, yet can be released quickly when vanes are removed for cleaning (see above). Holders come in two colors—mat black or white. Track slides are molded nylon for quiet operation, 8' w., 7' h. \$100. Thru-Vu Vertical Blind Corp., Rye, N. Y.



**Chelsea**

*Deluxe*

## ATTIC FANS

Every home — new or remodelled — needs the added luxury of complete summer comfort and healthful year-round ventilation — with a Chelsea deluxe attic fan. Low cost Chelsea attic fans are easy to install . . . 26 different models for wall and ceiling installation meet every home ventilating requirement. Plan today to "comfort condition" your homes, cut cooling costs — with Chelsea!

### CUT THE HIGH COST OF COMPLETE HOME COOLING!

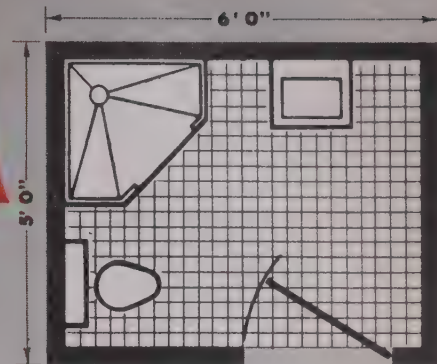
Reduce complete home air conditioning costs! When hot, stagnant air is flushed from attic spaces, the size of the required air conditioning system is reduced by up to 40%! It's the economical combination for efficient home air conditioning — use a Chelsea deluxe attic fan. An attic fan will ventilate the entire house too! It draws fresh air into every room . . . expels hot, stale air through attic vents — changes all the air in the house every minute!

**WRITE...** for information, or see your nearest Chelsea distributor.  
**CHELSEA FAN & BLOWER CO., INC.**  
PLAINFIELD, NEW JERSEY



# Complete Bathroom

FITS IN 5 X 6 FOOT SPACE



5' 6'



## ECONOMY ANSWER FOR THE SECOND BATHROOM

An extra bathroom is a demand item these days—whether it be in new home construction or in remodeling. The corner design FIAT Shower holds the key to this economy as the diagram clearly indicates.

Only 30 square feet will provide an attractive, convenient and *complete* bathroom! You'll save not only on area, but on expensive materials as well. With a FIAT "packaged" Shower there's no need for costly tiling or other special wall covering. It is a self-contained plumbing fixture that requires no special room or construction preparation, yet is designed to give a "built-in" appearance.

The CORNER CADET model shown here has the quality look home owners are seeking, and it comes in a choice of colors to match other fixtures. Its shape and styling is modern and appealing . . . its finish is sparkling, sanitary and long-lasting of highest quality, acid-resistant baked-on enamel . . . its floor is the finest—solid, sparkling *terrazzo* precast to assure proper drainage and leakproof permanence. This FIAT floor affords a warm, foot-gripping surface that's easy to keep clean.

Find out how little more the finest shower bathroom will add to any plan. Send coupon today—no obligation of course.

**FIAT**

FIAT METAL MANUFACTURING CO.

Since 1922 . . . First in Showers / Packaged Showers • Doors • Floors  
Toilet Rooms Partitions

FOUR COMPLETE PLANTS: Long Island City 1, N. Y., Franklin Park, Ill., Los Angeles 53, Calif., Brillion, Ontario, Canada

FIAT METAL MANUFACTURING CO.  
9317 Belmont Avenue, Franklin Park, Ill.

Please send complete information on your complete line of shower equipment.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Type of Business \_\_\_\_\_



**HURRY! HURRY! HURRY!**

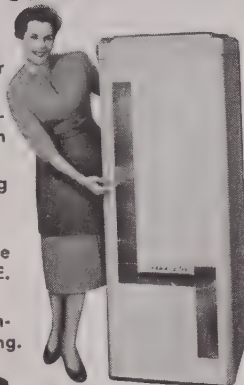
Step right up and order your

# SHANA-Air

Water-Cooled and  
Air-Cooled (Waterless)  
**AIR CONDITIONING**

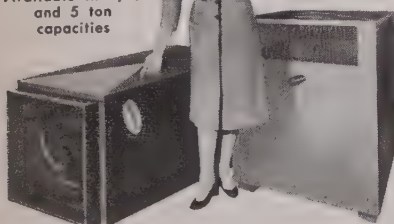
Featuring these star attractions for:  
**HOME MODERNIZATION**  
and  
**NEW HOUSE CONSTRUCTION**

- Sales-Tested Shana-Air Selling Plan!
- Futura Designing—ideal for any home in any state.
- Precision Engineering (in compliance with U. L. standards).
- Ultra Performance (guaranteed at A.S.R.E. and A.R.I. standards).
- Simplified "A-B-C" installation and servicing.



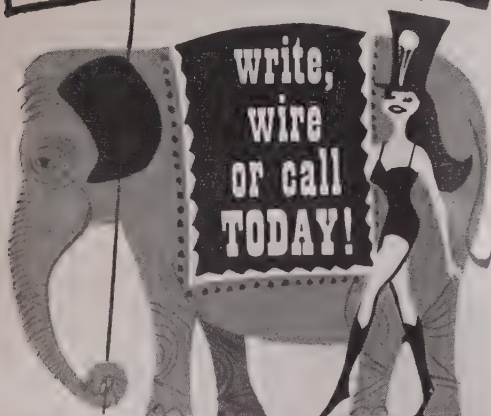
**AIR-COOLED  
SAR and  
SAAC SERIES**  
Available in 2, 3  
and 5 ton  
capacities

**WATER-COOLED  
SW SERIES**  
Available in  
2-3-4-6 ton  
capacities



PLUS these additional attractions:

- Shana "Duo" Units!
- Combination Units!
- Commercial Units!
- Winter Air Conditioners!



Please send me additional information about SHANA-AIR air conditioning.

- ☐ Cost of units  
☐ Description of all air conditioning and heating equipment manufactured by Shana Manufacturing, Inc.

Name \_\_\_\_\_  
Name of Firm \_\_\_\_\_  
Nature of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Phone Number \_\_\_\_\_

SHANA MANUFACTURING, INC.  
188 W. Randolph St., Chgo. 1, Ill., DEarborn 2-7030

for further details check numbered coupon p. 362

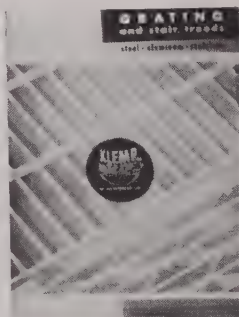
## BUILDING MATERIALS

\* "Pipelines to the Future" A study of plastic pipe. Monsanto Chemical Co., Dept. HH, Springfield 2, Mass. 64 pp. \$1.

Charts and tables compare performance and cost of plastic and metal pipe materials, list advantages and limitations of major plastic types. An analysis of manufacturing and distribution costs for five important types of plastics; polyethylene predictions; reinforced plastics.

434. Foundation Walls for "Floating Slab" Homes. Simplex Forms System, Inc., Dept. HH, 2500 N. Main, Rockford, Ill. 8 pp.

Simplex Forms and how to benefit by them. Illustrations show how in less than 20 man hours, you can remove forms from poured foundation, set up forms for new foundation and pour concrete, lay footing for next foundation.



435. Klemp Grating and stair treads. Klemp Metal Grating Corp., Dept. HH, 6601 S. Melvina Ave., Chicago, Ill. 4 pp.

Illustrated report discusses various types of electro-forged welded grating, dimensional sketches and data on riveted grating.

436. Bakelite Review. Bakelite Co., Dept. HH, 300 Madison Ave., New York City. 32 pp.

Hopscotching the plastics field to tell about the latest developments and applications of plastics and synthetic resins.

437. Acoustical Ebbtone Tile. F. E. Schundler & Co., Inc., Dept. HH, 504 Railroad St., Joliet, Ill. 4 pp.

The advantages and short form specifications of Ebbtone, now available in striated, grained and standard plain textures.

438. Product Selector. American Electric Switch Div., Clark Controller Co., Dept. HH, 1146 E. 152 St., Cleveland. 32 pp.

Service entrance equipment, safety switches, light and distribution panel boards for homes, multiple dwelling units. Selection, application, installation data.

439. Facts About Elastizell. Elastizell Corp.

continued on p. 350



Homes constructed by  
Palmer & Krueger, Kenosha, Wisconsin

## Magnesium Forms Speed Work on Kenosha Jobs

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 1:30 P.M.

### ACTUAL SET-UP TIME—2 HOURS

The foundation was 30' x 42' with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.


### 90 USES PER SET PER YEAR

Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 6 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a six foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

### FREE ENGINEERING SERVICE

Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.



**SYMONS CLAMP & MFG., CO.**  
4277 Diversey Avenue, Chicago 39, Illinois, Dept. D-4

Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

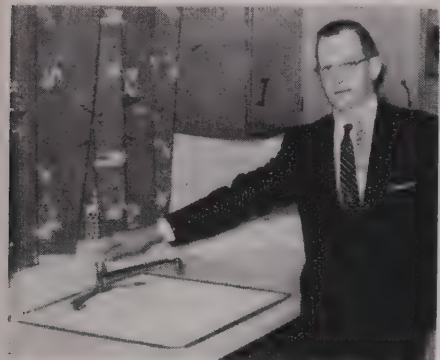
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



In Salem, Ore.

## Lu-Re-Co rooftop display home features MOEN one-handle faucets

One of the features attracting most attention in the Lu-Re-Co display home built on the roof of Meier & Frank's department store is the new one-handle Moen faucets and shower and tub valves. Builder Glenn Hamilton says that once the housewife tries 'one of these wonderful faucets' and finds that with just a simple lift of the handle she can have any temperature water, at any desired flow, she realizes the terrific convenience of a Moen faucet. The new Moen faucets and shower valves are the first improvement in faucets in over 50 years, he asserts.



A. Glenn Hamilton demonstrates the ease of operating the one-handle Moen faucet featured in the Lu-Re-Co kitchen.

Most of the women going through the Lu-Re-Co house stop and operate the faucets, Mr. Hamilton said. When they do they actually demonstrate for themselves the great convenience of the one-handle faucet over the old-fashioned water spigots. Therefore, Moen faucets are one plus feature that help sell homes by their own demonstration, he continued.



Bathroom installation of Moen lavatory faucet, demonstrating selection of temperature by just turning the one handle. Moen valves are also installed in shower-tub combination in Salem Lu-Re-Co house.

The one-handle Moen faucets turn on by a simple lift of the handle, and the temperature is selected by a turning of the handle, left for hot and right for cold, with graduated degrees of warm between. Also, a Moen can be turned off and on at any temperature, a distinctive Moen feature.

Another big selling feature that enthruses prospects for his homes is that Moen faucets will not drip or leak, Mr. Hamilton emphasized. They are double-sealed with specially constructed rings and packing, and close with the water pressure instead of against it. Therefore, water pressure holds the faucet in a tightly closed position, which prevents leak and drip.

Mr. Hamilton first became acquainted with Moen valves by installing them in his own home. As a result he states, "I find Moen faucets a must in all sinks, lavatories, showers, baths, and tubs. I also find them a good selling feature for my homes."

Moen faucets and valves are manufactured by Moen Valve Co., division of Ravenna Metal Products Corp., in plants located at Elyria, Ohio and Seattle, Wash.



## Add High Fashion to Your Kitchens and Baths with **MOEN**® Faucets

**THE NEWEST PLUS SALES FEATURE**—A distinctive appointment in any kitchen or bath... MOEN one-handle faucets! Only one handle, so easy to use. Just the touch of a finger and you have any desired temperature at the pressure you want.

Setting a new plumbing standard — Forerunner of a new trend, Moen is the first new development in faucet principle and design in over 50 years.

Moen elegance isn't just on the outside, either. It has lasting value inside, too! Water flow control by stainless steel piston closing with, instead of against, water pressure and double sealed with special neoprene 'O' ring and teflon packing, Moen faucets will not drip or leak!

Moen is easy to install and service. There's a model to fit every conventional sink or lavatory, and all working parts are interchangeable in all models. No cross-piping is necessary with Moen. Simply rotate the handle 180° to reverse 'hot' and 'cold'.

Styled for today — and tomorrow — all Moen faucets are equipped with swingspouts and aerators, are modern and functional, easy to clean.

Every MOEN carries a 20-year parts warranty. Truly the finest faucet ever made is the new one-handle MOEN. One handle does the work of two at the touch of a finger. Join the high fashion trend with all America... to MOEN.

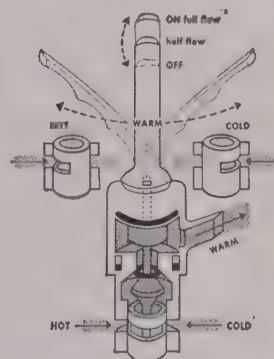
Now manufactured in centrally located Elyria, Ohio; soon to be stocked in all major markets!

**THE ORIGINAL ONE-HANDLE MIXING FAUCET**

**MOEN VALVE COMPANY**

Division of Ravenna Metal Products Corporation P.O. Box 280 Elyria, Ohio

6518 RAVENNA AVENUE, SEATTLE 13, WASHINGTON



Cutaway drawing showing how MOEN piston controls water mixing and flow



**These exterior designs help sell homes...**

*the most nearly perfect lap siding ever offered!*

## **MASONITE SHADOWVENT SIDING**



**Gable ends are easier...  
for garage walls, too!**

Prepackaged panels are  $\frac{1}{4}$ " thick, 10" and 12" wide, up to 12' long. Aluminum mounting strips are 10' long, packaged 480' to the tube. Specially designed interlocking metal corners and joint fasteners.



- All nails hidden—no "freckling" of surfaces.
- Slashes application time as much as 50%
- Primed—just add one or two finish coats\*
- Paint goes on quicker; stays new-looking longer
- Straight, true courses without dips or waves
- Enduring, year-around weather protection
- Courses vented to let siding breathe
- No dimensional loss. Less lap and cutting losses

*its textured surface will highlight featured areas!*

## **MASONITE RIDGELINE**



**Comes in panels,  
lap siding or shingles**

Ridgeline panels are 4' wide,  $\frac{1}{4}$ " thick and up to 16' long. Ridgeline siding, with or without Shadowline wood strips, is 12" and 16" wide,  $\frac{1}{4}$ " thick, up to 12' long. Ridgeline shingles are  $\frac{1}{4}$ " thick, 4' long and 12", 16" or 24" wide.



- Adds texture interest to exterior walls
- Ideal for short runs, between windows and other "interest areas"
- Combed ridge pattern takes paint or stain beautifully
- A distinctive panel to use with batten strips
- Available in panels, shingles and as lap siding







for further details check numbered coupon p. 353

of America, Dept. HH, 158 Fletcher St., Alpena, Mich. 6 pp. folder.

Some information about the liquid chemical that is the basis for making lightweight, strong, insulating, moisture-resistant concretes from universally available materials like sand and cement.

440. Insulations for Milcor Lok-Rib Buildings. Inland Steel Products Co., Dept. HH, Milwaukee. 12 pp.

Advantages, performance, insulation application instructions, developed in cooperation with Owens-Corning Fiberglas engineers.

441. 1956 Product Descriptions. Kaiser Aluminum, Dept. HH, 1924 Broadway, Oakland, Calif. 24 pp.

Kaiser mill products, data on aluminum alloys, forms, mechanical and physical properties, applications, fabricating and finishing techniques and availability.

442. Rilco Deck. Rilco Laminated Products, Inc., Dept. HH, 2591 1st Nat'l Bank Bldg., St. Paul, Minn. 4 pp.

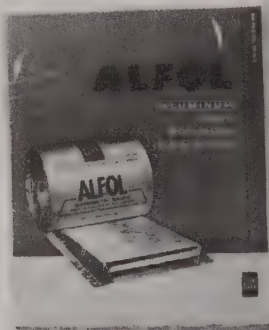
Facts, data on the nominal 4"x5" solid Red Cedar deck that combines roof, ceiling and insulation in one structural member.

443. A Lifetime of Beauty and Color. St. Regis Paper Co., Dept. HH, 230 Park Ave., New York, N. Y. 4 pp.

Colors and patterns of St. Regis Panelyte, ideas for builder built-ins.

444. Hardwood Flooring. Wood-Mosaic Corp., Parkay Inc., Div., Dept. HH, Louisville, Ky. 8 pp.

Photographs, specification data for 8 kinds of hardwood flooring.



445. Alfol Aluminum Foil Building Insulation. Reflectal Corp., Dept. HH, 310 S. Michigan Ave., Chicago. 26 pp.

Reference manual that ranges from the origins of reflective insulation through installation techniques and authentic cost study data. Chapters on heat travel, moisture condensations, properties of aluminum foil insulation.

continued on p. 356

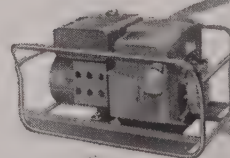
What sizes of

# ONAN Portable Electric Plants are best for your jobs?



**10 KW ONAN**  
provides power for  
5 H. P. saw or  
several crews

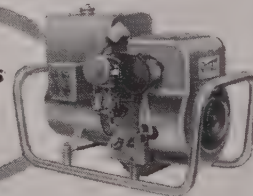
Powered by two-cylinder, air-cooled gasoline engine. Available housed and with trailer as shown. Similar model in 7½ KW capacity.



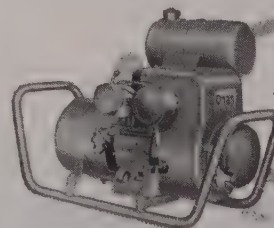
**5 KW ONAN**  
for crews on  
3 or 4 homes

Two-cylinder, air-cooled, gasoline engine. 4 plug-in receptacles. With carrying frame, on dolly, or with plain base. Also in 3,500 watts A.C.

**2 or 2½ KW**  
**ONAN powers**  
electric tools  
for 2 crews



One-cylinder, gasoline engine. 4 plug-in receptacles. With carrying frame, dolly-mounted or plain base. 2,500-watt unit weighs only 139 pounds.



**1 or 1½ KW**  
supplies power  
for single  
crew

Compact, lightweight. One-cylinder, gasoline engine. With carrying frame, rubber-tired dolly or plain base. Also 500 and 750-watt models.

Onan portable electric plants combine 4-cycle quick-starting and long life with compactness and lightweight. Completely Onan-built, with Onan short-stroke engines and Onan generators. Other models to 50,000 watts.

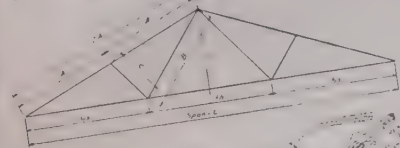
Write for portable plant folder or see your Onan distributor.



**D. W. ONAN & SONS INC.**

3198 Univ. Ave. S. E., Minneapolis 14, Minn.

## FABRICATING BENCH DESIGN



## HOW TO BUILD WOOD FRAME

## TECO TRUSSED RAFTERS



With these two **FREE** guides and genuine **TECO WEDGE-FIT** ring connectors —

*You can build your own*  
**TECO TRUSSED RAFTERS**  
*easily, quickly, economically,*  
*right at the job site.*

**Easy to Fabricate**—Just cut the four different pieces from common 2x4s and 2x6s, quickly and accurately on the simple fabricating bench you can build from the detail drawing that's **FREE**—

**Assemble Without a Jig**—Precision assembly of the four members, in pairs, is fast and easy with **TECO** Wedge-Fit connectors in conforming grooves cut with the special **TECO** grooving tool—

**Quickly Erected**—Just swing **TECO** trussed rafters into place on exterior walls—no interior load-bearing partitions needed . . .

and for added strength throughout, tie down your trusses with **TECO** Trip-L-Grip framing anchors.

Send today for the **FREE** detail drawing of the portable Fabricating Bench, and a copy of "How to Build Wood Frame **TECO** Trussed Rafters" giving detailed instructions on fabricating, assembling, and erecting these versatile roof trusses.

**TIMBER ENGINEERING COMPANY** HH-563  
1319 18th Street, N.W., Washington 6, D. C.

Please send **FREE** drawing of Fabricating Bench design and copy of "How to Build Wood Frame **TECO** Trussed Rafters".

NAME.....  
FIRM.....  
STREET.....  
CITY.....ZONE.....STATE.....



# BIGGEST HIT in "BUILT-INS"

FOR NEW OR  
EXISTING  
CONSTRUCTION



## Vacu-FLO Built-in VACUUM SYSTEMS



### FEATURE Vacu-FLO FOR TOP ATTENTION AND EXTRA SALES POWER

Newest practical attraction for your model home promotions. Profit with the major publicity and advertising in leading national publications. Be first in your area to feature Vacu-Flo. We'll help you. Here's real appeal:

- ★ Dustless cleaning
- ★ Vacuums wet or dry surfaces
- ★ No machine noise in living area
- ★ Maximum vacuum efficiency at all times
- ★ Eliminates machine to lift, lug or tug around
- ★ Safe—no electrical cord to tangle or trip over
- ★ Built to serve the life of your home

H-P PRODUCTS, INC., LOUISVILLE, OHIO  
DEPT. H

Please send me Vacu-Flo brochure and information.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

HAVE YOU SENT IN  
YOUR ENTRIES  
FOR 57 HOUSES FOR '57?

Once again this year the editors of HOUSE & HOME will make their annual selection of builders' houses to join homebuilding's Hall of Fame.

Here is your chance to submit your best houses to HOUSE & HOME's annual awards competition for the 57 houses most likely to set the trends for 1957. If you have not already entered, start preparing now for the opportunity to show you houses with the best!

Winning houses will be published in HOUSE & HOME's October issue, and will receive other valuable national and local publicity. Last year's winning homes, for example, were exhibited at the National Housing Center in Washington, D.C., and again at the NAHB Show in Chicago last January. Local newspapers, radio and TV stations featured the story, created real sales excitement. Maybe this year, you can be a winner!

Here's how you can enter: just send us photographs of your houses, plus rough floor plans and any other information you have available, such as sales brochures, display ads, etc. Photographs may be any size or shape, but we suggest that you do your houses justice by getting the best photographer you can find.

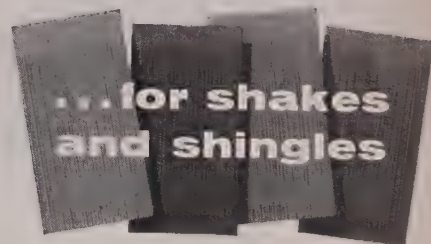
In addition to the above material, tell us in a few words why you think yours is a house the public can eagerly look forward to seeing. For example: "We put in a two-way fireplace between the living room and family room, and have built-in ovens, ranges and refrigerator-freezers."

Don't be modest. If you have something you think is really good, show it off to us!

Send your entries before July 15, 1956 to Hall of Fame Editor, HOUSE & HOME, 9 Rockefeller Plaza, New York, 20, N.Y.

specify Cabot's

long-lasting,  
high-hiding  
finish



## Cabot's OLD VIRGINIA TINTS®

Leading builders are using Old Virginia Tints because they: —

- go on easily over striated wood shingles (factory-stained or untreated) and all types of exterior woodwork
- have tremendous hiding power ... deep color penetration
- dry to a flat, uniform "breathing" finish
- will not crack, peel or blister
- keep moisture out ... eliminate decay, warping and checking

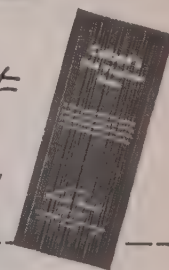
One coat is usually sufficient except for extreme color changes.

Choice of 18 distinctively different colors.

A quality product from Cabot Laboratories  
...manufacturing chemists since 1877

Samuel Cabot

Write for  
new color card today



**SAMUEL CABOT INC.**  
430 Oliver Bldg., Boston 9, Mass.

Please send new color card on Old Virginia Tints



“...the precious ingredient  
which can assure  
perpetual youth  
to new construction.”

“We builders have long recognized the fact that antique electrical standards contribute most to the obsolescence and depreciation of the home.

“Technological improvements in the home are fundamentally powered by electricity . . . and where inadequate wiring cannot convey sufficient power, the house must sicken and die. The difference in cost at the time of building a new house, between a substantial wiring system and one which just provides the minimum essentials, only amounts to a few cents a day over a period of the average mortgage.

“Electricity is the precious ingredient which can assure perpetual youth to new construction.”

.....

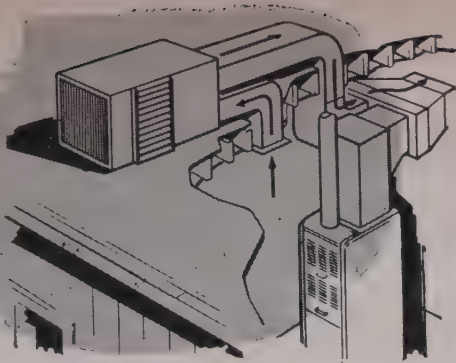
# How builders can make the most of **LIVE BETTER...**

Better living . . . electrically! That's what over one million new home buyers in 1956 will be looking for. The national and local LIVE BETTER . . . *Electrically* campaign is making customers more conscious of the many ways electricity can add comfort to a home . . . lighten household chores.

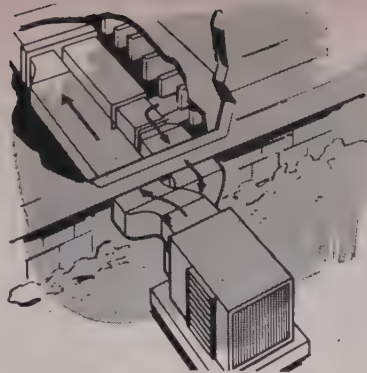
Builders can turn this public demand into profits. You can plan your homes for better electrical living, with adequate wiring, colorful appliances that end drudgery, and lighting that displays every built-in feature.

Such homes sell faster and at greater profit. And the folks

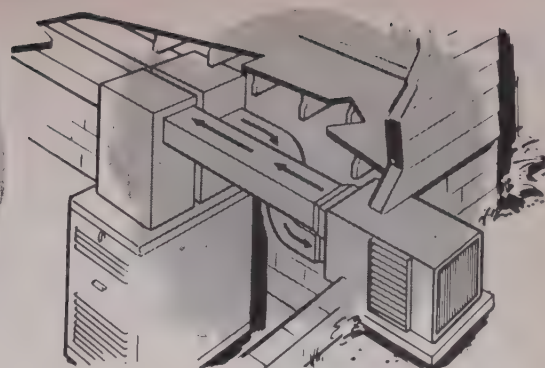




ON A FLAT ROOF



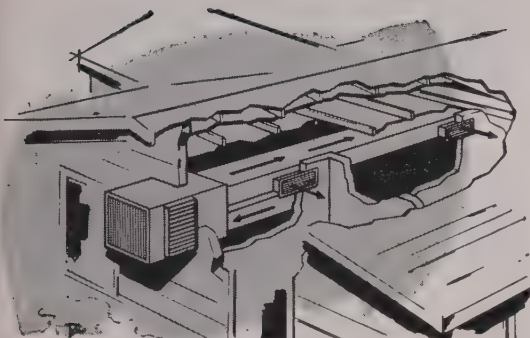
OUTSIDE OF CRAWL SPACE



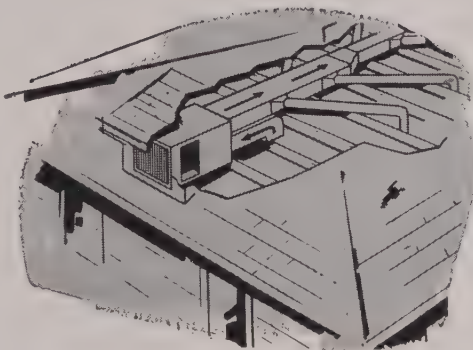
IN BASEMENT WALL

# STOWAWAY

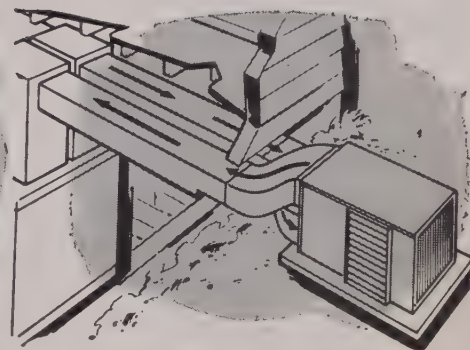
## AIR CONDITIONER



IN A FURRED-DOWN CEILING  
NEAR OUTER WALL



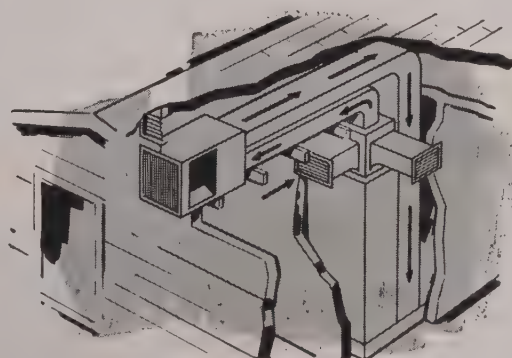
AS A DORMER IN A  
HIP ROOF HOUSE



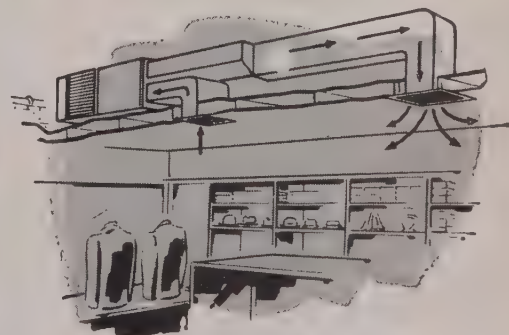
OUTSIDE OF BASEMENT

**EASY TO INSTALL...ADAPTABLE TO ANY STYLE HOME**

IN AN ATTIC  
WITH LOUVERS



FOR CONCRETE SLAB HOME



SMALL COMMERCIAL  
INSTALLATION

- ★ *Self-contained unit . . . no plumbing necessary*
- ★ *Compact 100% hermetic design,  
fully air-cooled*
- ★ *Two-ton, three-ton and six-ton sizes*



*Glorify your home  
with the everlasting  
beauty of*

## ARTCREST PLASTIC WALL TILE



*Choose from*  
**3 different finishes**  
*with colors that stay*  
**BRIGHT for LIFE!**

### ARTCREST

## Glo-Sheen

**Velvet Matte Finish**

Glow without glare. This exclusive finish performs color magic. Never needs waxing. Warm to the touch.

### ARTCREST

## Iridescent

**Shimmering Satiny Gloss**

Alive with dancing highlights—performs wonders in dark or shadowy rooms. For extreme luxury and individuality, see ARTCREST IRIDESCENT.

### ARTCREST

## High Lustre

**Crisp, Clean, Colorful**

The finest of all conventional plastic tile. Smooth, mirror-like surface—gentle contour—your choice of whole color palette.

See which of these  
3 ARTCREST tiles  
looks best in your home.



ARTCREST PLASTICS CO. INC.  
255 W. 79th St., Chicago 20, Ill. Dept. HH  
Please send samples of "Glo-Sheen," "Iridescent" and "High Lustre" with color folder of Artcrest Plastic Wall Tiles. I enclose 10¢ in coin.

I am a... Builder... Architect... Dealer  
Name \_\_\_\_\_

Address \_\_\_\_\_

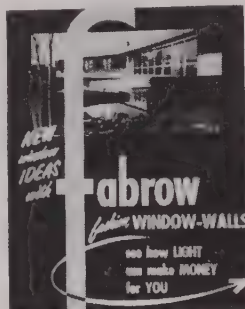
City \_\_\_\_\_ State \_\_\_\_\_

for further details check numbered coupon p. 362

### DOORS, WINDOWS

446. Andersen Windowalls. Andersen Corp., Dept. HH, Bayport, Minn. 36 pp.

New unit catalogue shows more sizes of popular groupings of five wood window units made by Andersen. Photographs of installations, product features.



447. New window ideas. Fabrow Mfg., Inc., Dept. HH, 7208 Douglas Road, Toledo. 4 pp.

48 different modular window units, how you can use them for almost unlimited combinations for custom and prefab homes, etc.

448. Catalogue. American Shower Door Co., Inc., Dept. HH, 936 N. Cahuenga Blvd., Hollywood, Calif. 12 pp.

Four types of glass are used to make shower door and tub enclosures that vary design to accommodate a variety of bathroom arrangements. Panel designs are shown.

### HEATING, AIR CONDITIONING

449. Insulation Design. Owens-Corning Fiberglas Corp., Dept. HH, Toledo. 20 pp.

Illustrations and descriptions of home design principles for maximum heat control summer and winter. 23 illustrations, 16 sketches, nine charts.

450. Marlo Seazonaire. Marlo Coil Co., Dept. HH, 6137 Manchester Ave., St. Louis, Mo. 16 pp.

Construction, operation and application of Seazonaire remote room air conditioning units. Photographs, drawings.

451. Make the Home You Design Better... Automatically. General Controls, Dept. HH, Glendale, Calif. 20 pp.

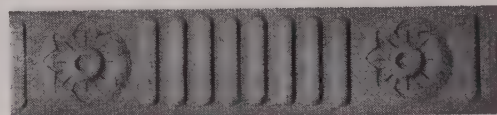
A galaxy of the automatic controls that operate the "silent servants" like ranges, water heaters, automatic washers dryers, heaters and air conditioners.

### ACCESSORIES

452. Tuff Tite Fasteners. Townsend Co., Dept. HH, New Brighton, Pa. 4 pp.

Folder describes use of fasteners for eco-  
*continued on p. 362*

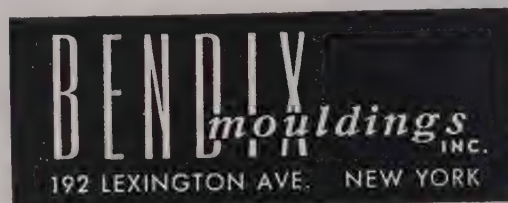
**More and More...  
Bendix Mouldings  
Help Make the Sale!**



The house you are building will sell quicker, when you add that extra quality touch with genuine BENDIX CARVED MOULDINGS on closet shelves, mantels, flush doors, wall panels, cornices or for crown mouldings and chair rails.

The elegance and glamour of BENDIX MOULDINGS have especial appeal to women, who are all important in the home buying decision.

**IN STOCK FOR IMMEDIATE DELIVERY**



Mail this coupon today

BENDIX MOULDINGS, INC.

192 Lexington Avenue  
New York, N. Y.

Please send new fully illustrated catalog  
No. 933

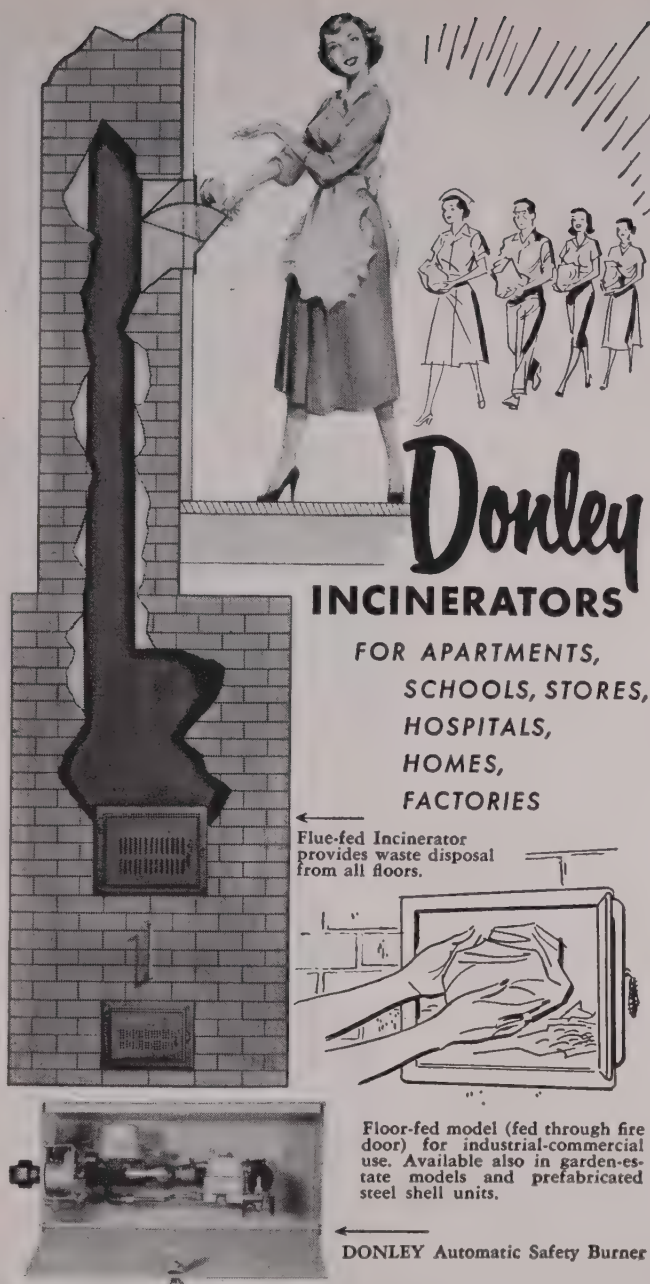
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Firm Name .....

Address .....

City ..... Zone ..... State .....





## Donley INCINERATORS

FOR APARTMENTS,  
SCHOOLS, STORES,  
HOSPITALS,  
HOMES,  
FACTORIES

← Flue-fed Incinerator  
provides waste disposal  
from all floors.



Floor-fed model (fed through fire  
door) for industrial-commercial  
use. Available also in garden-es-  
tate models and prefabricated  
steel shell units.

← DONLEY Automatic Safety Burner

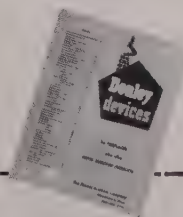
Simplified planning, ease of construction  
and trouble-free operation are assured when  
you utilize DONLEY Incinerator Compo-  
nents. They are available in sizes to meet  
all requirements.

DONLEY Safety Burner with Automatic  
Timer provides a succession of small fires  
that prevent excessive draft and destructive  
heat created by ordinary once-a-day burning  
of large accumulations.

To aid contractor, complete installation  
blueprints are furnished with all units.

Sent free upon request, 12-page DONLEY  
Incinerator Catalog is packed with helpful  
information, charts, photos and construction  
drawings. You'll want a copy at your elbow.  
Write for it today.

8½" x 11"  
DONLEY  
Incinerator  
Catalog for  
your file.



THE DONLEY  
BROTHERS COMPANY  
13981 MILES AVENUE  
CLEVELAND 5, OHIO

6075-DD

# WEISWAY... the easy way to a second bath!



THERE's no doubt that the words "two baths" add consid-  
erable selling oomph to any builder's home.

Space and cost are probably the first objections that come to mind.  
But, consider a Weisway cabinet shower for the second bath.

Even the most luxurious of the Weisway line is not "expen-  
sive." And all models, even the lowest priced, are made to  
uphold the integrity of this fine old name. There are 24  
glamorous colors from which to choose.

Then, too, a Weisway cabinet shower can be fitted into almost  
unbelievably small floor space . . . as little as 32" x 32".

Why not call in your Weisway representative and talk it over?  
Or send coupon for illustrated catalog.



Built-in and cabinet showers  
in 24 glamorous colors. Also,  
vitreous enamel and terrazzo  
receptors for tiled showers.

### SEND FOR FREE CATALOG!

Henry Weis Manufacturing Co., Inc.  
496 Weisway Building, Elkhart, Indiana  
Please send free descriptive catalog of Weis cabinet  
showers. We are interested in new building\_\_\_\_\_  
remodeling\_\_\_\_\_.

NAME\_\_\_\_\_

ADDRESS\_\_\_\_\_

CITY, STATE\_\_\_\_\_

☐ Please send name of representative.





# Glamour ALUMINUM SLIDING GLASS DOORS offer these exclusive advantages...

Custom quality at standard prices!

LIST PRICE 6 FT. UNIT \$154.95  
ARCHITECTS, BUILDERS PRICE **\$92.95**  
IN QUANTITY, AS LOW AS

**WE PAY THE FREIGHT**

You'll find so many quality features in GLAMOUR, that to appreciate their value, you must compare them only with the most expensive units.

**ORGANIZED PACKING**

**COLOR-CODED**

**GLAMOUR is the easiest to install!**

Anyone, without training, can assemble and install GLAMOUR quickly and without errors! You receive 3 individually wrapped packages within one master shipping carton. Package 1 contains stationary panel; package 2 contains outer frame; package 3 contains sliding panel. Each package is complete with its own hardware and screws for assembly. All parts are "color coded" for error-proof assembly. Simply match the color-coded corners placed on each part within each package. Saves time and labor!

**GLAMOUR is the only aluminum sliding glass door manufacturer in the Midwest!**

This central location means fast service and a great saving in time and money.

**GLAMOUR pays the freight to your site — coast to coast!**

This is just one more reason why GLAMOUR is the new standard of value in aluminum sliding glass doors.

**WAIT TILL YOU READ THE ENTIRE GLAMOUR STORY...**

Glamour Glass Wall-Dor Corp.  
4723 N. Pulaski Rd., Chicago 30, Ill., Dept. HH3  
Please send me complete information and prices for GLAMOUR Aluminum Sliding Glass Doors. I am a  
\_\_\_\_ Architect \_\_\_\_ Builder \_\_\_\_ Distributor.  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

nomical, leakproof application of roofing and siding materials. Design details.

453. Lock Fashions. Schlage Lock Co., Dept. HH, San Francisco. 12 pp.

Color-accent locks. The open-back Continental and Manhattan make use of whatever background materials, color, etc. you want to use. Locks for every purpose throughout the house, how to select and place.

454. Sonic Servant. Sonic Specialties, Inc., Dept. HH, 13259 Sherman Way, North Hollywood, Calif. 4 pp.

Combination radio and intercom system that saves steps, waits on the nursery, answers the door, tunes in the household.

455. Catalogue No. 19. Sterling Hardware Mfg. Co., Dept. HH, Chicago. 24 pp.

Buying guide to Sterling sliding door hardware with photographs of installations.

## PRODUCTS AND PUBLICATIONS COUPON

For more information on new products and publications in this April issue check key numbers below and mail to:

# House & Home

9 Rockefeller Plaza, New York 20, N.Y.

### NEW PRODUCTS

- a. Frigidaire "Holiday" kitchen.....
- b. Westinghouse "Cinnamon" kitchen.....
- c. Hotpoint modular kitchen.....
- d. GE stack-on component kitchen.....
- e. Preway cooking center.....
- f. Frigidaire Panoramic refrigerator.....
- g. Westinghouse refrigerator-freezer.....
- h. Philco refrigerator-freezer.....
- i. Amana refrigerator-freezer.....
- j. Servel gas refrigerator.....
- k. Westinghouse pop-up toaster.....
- l. Globe Electropanel.....
- m. Westinghouse appliance center.....
- n. Chambers broiler-griddle.....
- o. Roper gas cooking units.....
- p. Globe drop-in surface unit.....
- q. Gaffers & Sattler gas range.....
- r. Frigidaire French door oven.....
- s. Hotpoint range.....
- t. Philco elevator oven.....
- u. Hotpoint wall oven.....
- v. Globe Glo-tisseries.....
- w. Magic Chef swing-out broiler.....
- x. Wood-Metal utility and towel cabinets.....
- y. Kitchen Maid multiple storage unit.....
- aa. St. Charles silver tray.....
- bb. GE roll-out freezer.....
- cc. American Kitchens sink storage unit.....
- dd. Westinghouse stack-on washer-dryer.....
1. Weather Wizard sliding window.....
2. Sun Valley sliding window.....
3. Kewanee sliding window.....
4. Dolphin submersible pump.....
5. Myers water softener.....
6. Packard water conditioner.....
7. Barnes multistage jet pump.....
8. Revere Copper & Brass Tube-In-Strip.....
9. Formica Milano tile.....
10. Amana "Central" air conditioner.....
11. Crosley air conditioner.....
12. Rheem central air conditioner.....
13. General Products packaged metal chimney.....
14. Armstrong plastic base caulking compound.....
15. Minneapolis-Honeywell Tap-Lite.....

16. Carr, Adams & Collier storage cabinet.....
17. Fabricators prefab closet units.....
18. Sherle-Wagner bathroom fixtures.....
19. Cannelton Jiffy Joint clay pipe.....
20. Boca Industries tile clip.....
21. Royal Contour tile.....
22. National food waste disposer.....
23. Homelite diaphragm pump.....
24. Black & Decker heavy-duty saw.....
25. Bogert vinyl molding.....
26. Hoem Music Musi-Kom.....
27. Music & Sound MuziKal.....
28. Ador sliding glass door.....
29. Sterling Hardware double pocket door unit.....
30. Thru-Vu vertical blind.....

### TECHNICAL PUBLICATIONS

434. Simplex Forms.....
435. Klemp grating and stair treads.....
436. Bakelite review.....
437. Schundler acoustical Ebbstone tile.....
438. American Electric product selector.....
439. Elastizell.....
440. Inland Steel Milcor Lok-Rib.....
441. Kaiser Aluminum products.....
442. Rilco deck.....
443. St. Regis Panelyte.....
444. Wood-Mosaic flooring.....
445. Reflectol Alfol.....
446. Andersen windowalls.....
447. Fabrow windows.....
448. American shower doors.....
449. Owens-Corning insulation.....
450. Marlo remote room air conditioning.....
451. General Controls.....
452. Townsend Tuff Tite fasteners.....
453. Schlage lock fashions.....
454. Sonic Specialties radio-intercom.....
455. Sterling Hardware catalogue.....

\* For information about unlisted Technical Publications see below.

NAME \_\_\_\_\_  
OCCUPATION \_\_\_\_\_ TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

### IMPORTANT:

House & Home's servicing of this coupon expires June 30, 1956

\* Any inquiries with money or check enclosures must be addressed directly to the manufacturer.

In addressing direct inquiries, please mention

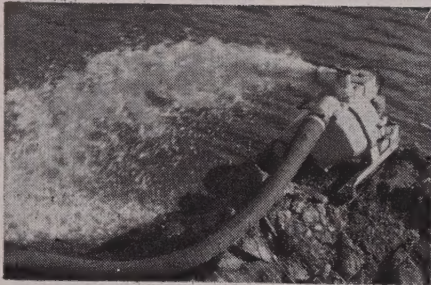
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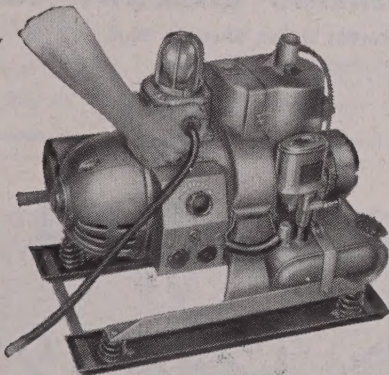
continued from page 111

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PORT CHESTER, N. Y.

lions of pseudo-homeowners when we start producing quantities of new homes having a per dollar value 50% greater than the prices they agreed to pay? Even without increasing production efficiency which is sure to come with competition, a merely mild recession would bring serious distress to great numbers of recent FHA and VA purchasers. . . .

LAWRENCE WESTBROOK  
Westbrook Associates  
Realtors and Developers  
Hot Springs, Ark.

### UNTAPPED MARKET

Sirs:

. . . There is no question that there is a great untapped market for those home owners who can well afford an upgrade move. I think one of the answers to opening that market is having many innovations, some perhaps revolutionary—to make it impossible for the "old" home owners to resist. Built-in ovens and ranges were only one step in that direction. They are now accepted as practically standard equipment. The next step would be built-in refrigerators, air conditioners, innovations in the bathroom, electrical equipment, etc. and of course new design. As you cited in your editorial, the automobile industry is somewhat of a parallel to the building industry. Yet how many people would still be riding their old cars if it hadn't been for the hydramatic shift, electrically-controlled windows, seats, etc. and of course new design?

GERALD LURIA  
Luria Bros., Inc.  
Arlington, Va.

### UPGRADING IN DENVER

Sirs:

We have upgraded our houses for a new development we opened in February. Last year our house was \$15,950. This year, six models range from \$14,500 to \$21,750. We expect an \$18,000 model to be most popular. We agree with you that incomes are up and people can afford better housing.

What we are aiming for is to give people in the \$18,000 bracket everything they get in a \$30,000 custom-built house so far as fundamental good living is concerned.

We agree 100% that the small, new cracker box house is wrong. A house which does not give a reasonable number of square feet per person has a very bad effect on the whole American way of life. The used house should fill this lower market and proper financing should be worked out so that those who need it can get it.

H. B. WOLFF  
H. B. Wolff & Co.  
Denver, Colo.

### MODULAR CONSTRUCTION

Sirs:

The work your staff has done on modular construction is outstanding and no

continued on p. 370

## time is money...

Every minute saved in construction means more profit. Eliminating time-consuming after-sale call-backs adds even more to your profit picture. Arcadia's many exclusive engineering advantages cut time and labor costs to the minimum. Mass production of 9 basic stock sizes provides Arcadia quality at surprisingly low cost. You'll also enjoy lower costs per sale, because homes with Arcadia steel or aluminum sliding glass doors sell faster. It pays to specify the finest. Contact your Arcadia distributor. His name is in the Yellow Pages.



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**6 Tankless Domestic Hot Water!** With a BASE-RAY system, any Burnham Boiler can be equipped with an all-copper coil for an economical year 'round supply.

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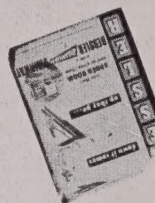
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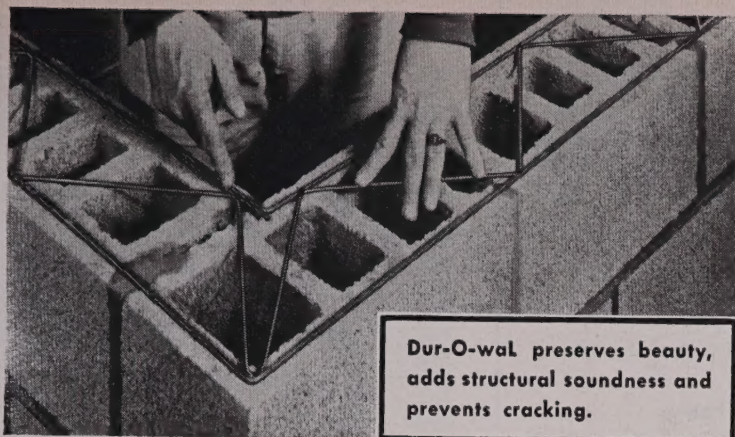
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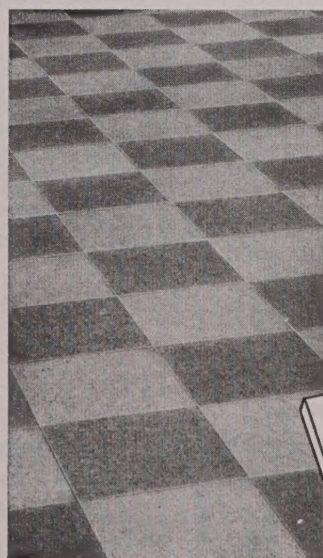
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\* Firestone Velcor surface





continued from page 367

single area in America needs this type of construction more than Florida.

JAMES E. FUSSELL,  
Executive Director,  
Gas Institute,  
Miami

#### BIG BUILDERS

Sirs:

Many thanks for a splendid write-up (Feb. issue)....

TOM FERRIS  
Executive vice president  
The Mackle Co.  
Miami, Fla.

#### ERRATUM

Sirs:

The house indicated as an illustration of our client, Kauffman-Wilson in the Biggest Builders story (Feb. issue, p. 154) turns out to be one built by Mr. Hoffman's F&S Construction Co. Our house is shown as one of his.

GERALD C. SMITH  
Account Executive  
West-Marquis, Inc.  
Los Angeles, Calif.

• An unfortunate print shop fumble resulted in switching the photos (but not the floor plans) of the houses attributed to Biggest Builders Kaufman-Wilson and F&S Construction Co. H&H proffers apologies to both—ED.

#### MR. GOODMAN'S HOUSE

Sirs:

Your article on Design (Jan. issue) was one of the most interesting to date.

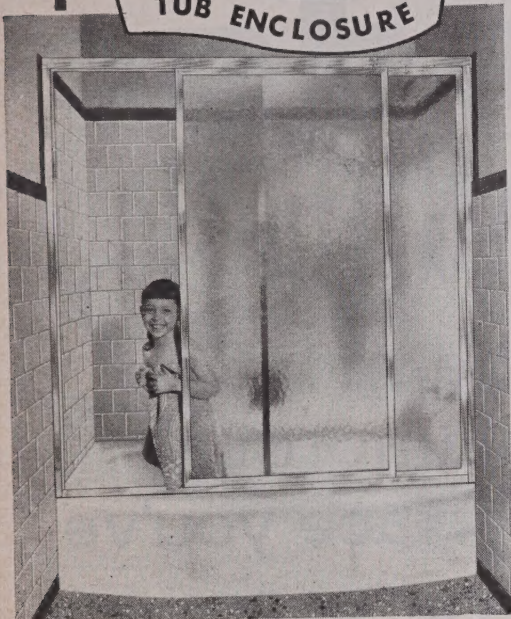
The description of wall panels and the eventual finish and method of connecting the header's spline and frame was not too clear to me. From the article I gather there is one 2 x 8 spline between frames and at the top there are two 2 x 12s, one on the outside and one on the inside which are then bolted. However, the drawing on p. 131 shows one continuous 2 x 12 on the inside and a number of 2 x 12s cut and fitted between the spline. Is this correct?

W. H. COOK, JR.  
W. H. Cook Co.  
Toledo, Ohio

• Reader Cook's understanding is correct. The confusion is due to the fact, in part, that we oversimplified the description of the details. In his own house, Goodman covered up the structural 2 x 8 splines and the header with finished boards so that the bolts connecting the spline to one of the 2 x 12s do not show. We felt in describing the system it was unnecessary to mention this fact, since Goodman has done the same thing elsewhere without using any finished boards to cover up his framing lumber. ED.

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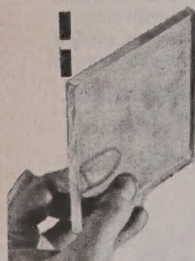
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